



ADVERTISING RATE CARD

OVERVIEW

Established in September 1996, South Africa Online is a widely acknowledged entry point for people anywhere seeking information on



South Africa due to its large and comprehensive site directory and easy to remember URL –

southafrica.co.za. Currently the directory contains over 17,000 web

sites, all "human-edited" and neatly categorised. Highly popular additional services include a postal code search and a foreign-exchange rates table.

SouthAfrica.co.za. It's the most famous and well-used top level domain in South Africa. In fact, if you use the search term 'south africa' when searching in one of the big search engines (Ask, Bing, Google and Yahoo), you will find that South Africa Online often features in the top ten results from tens of millions of pages!

	Average monthly visitors	
Visits		107,564
Absolute Unique Visitors		93,244
Page Views		221,979

SOUTH AFRICA ONLINE

An Internet Service Brought to you by
Maesti Web Consulting Services

www.southafrica.co.za, est. 1996
southafrica@maesti.co.za

COUNTRIES & VISITORS

80% of visitors are from South Africa. The balance of traffic is spread across 191 other countries/territories including United States, United Kingdom, Norway, Australia, India, Canada, Germany, China, Netherlands.



	Country	
1	South Africa	
2	United States	
3	United Kingdom	
4	India	
5	Australia	
6	Germany	
7	China	
8	Canada	
9	Botswana	
10	Netherlands	

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BANNER RATES

South Africa Online accepts any standard banner sizes. The following table outlines the rates for the most commonly used banners on the site. Sample banners are displayed below.

Dimensions (pixels)	Description	CPM*
125 x 125	Square button	R 320.00
468 x 60	Full banner	R 300.00
120 x 600	Vertical tower / skyscraper	R 320.00
120 x 240	Small skyscraper	R 310.00
160 x 600	Vertical tower / skyscraper	R 300.00
300 x 250	Square	R 300.00

*cost per 1000 page impressions



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