

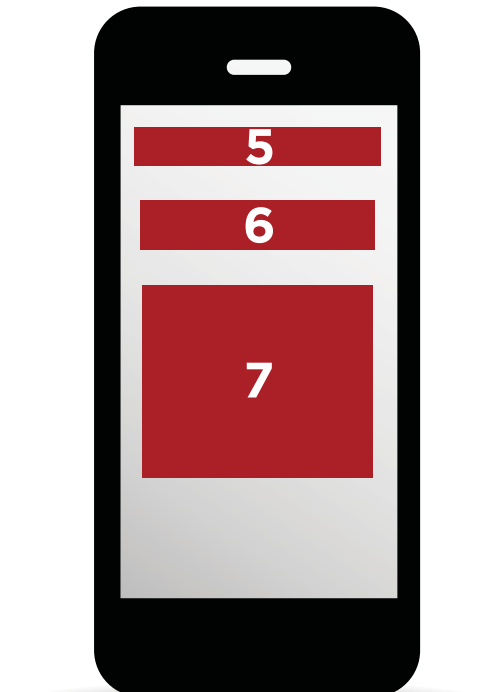
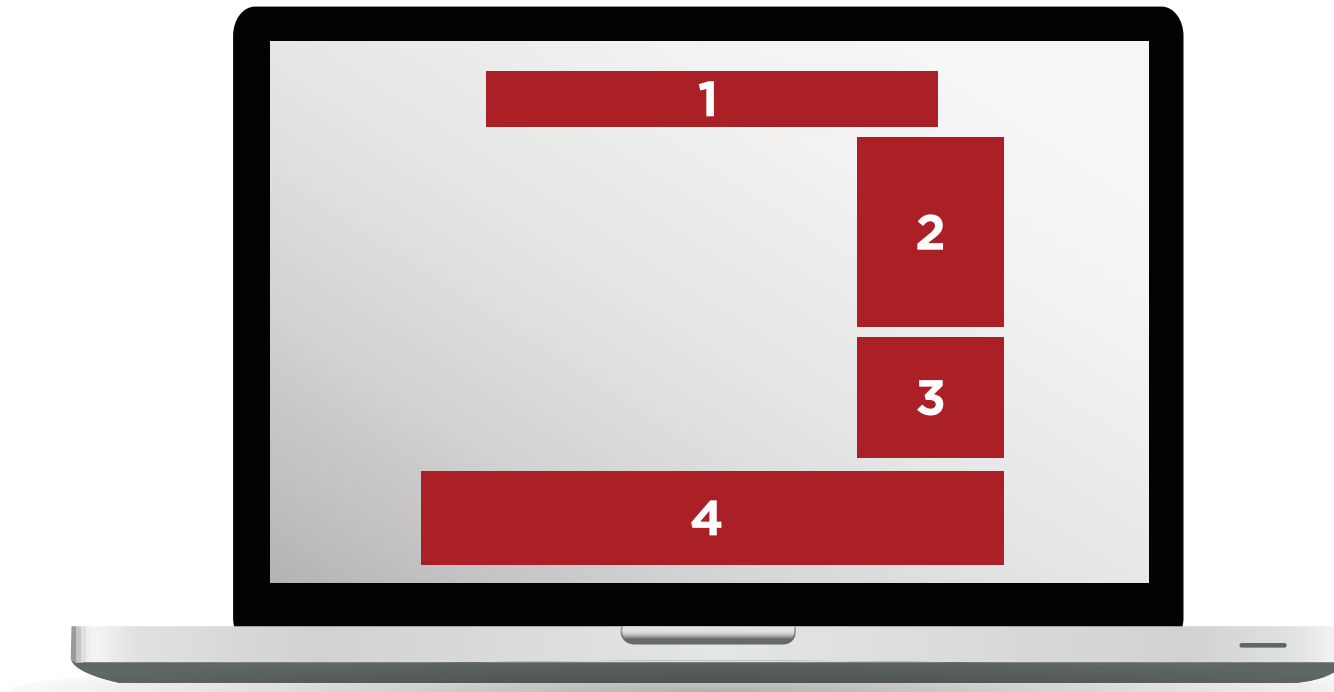


# Mail & Guardian RATE CARD '17

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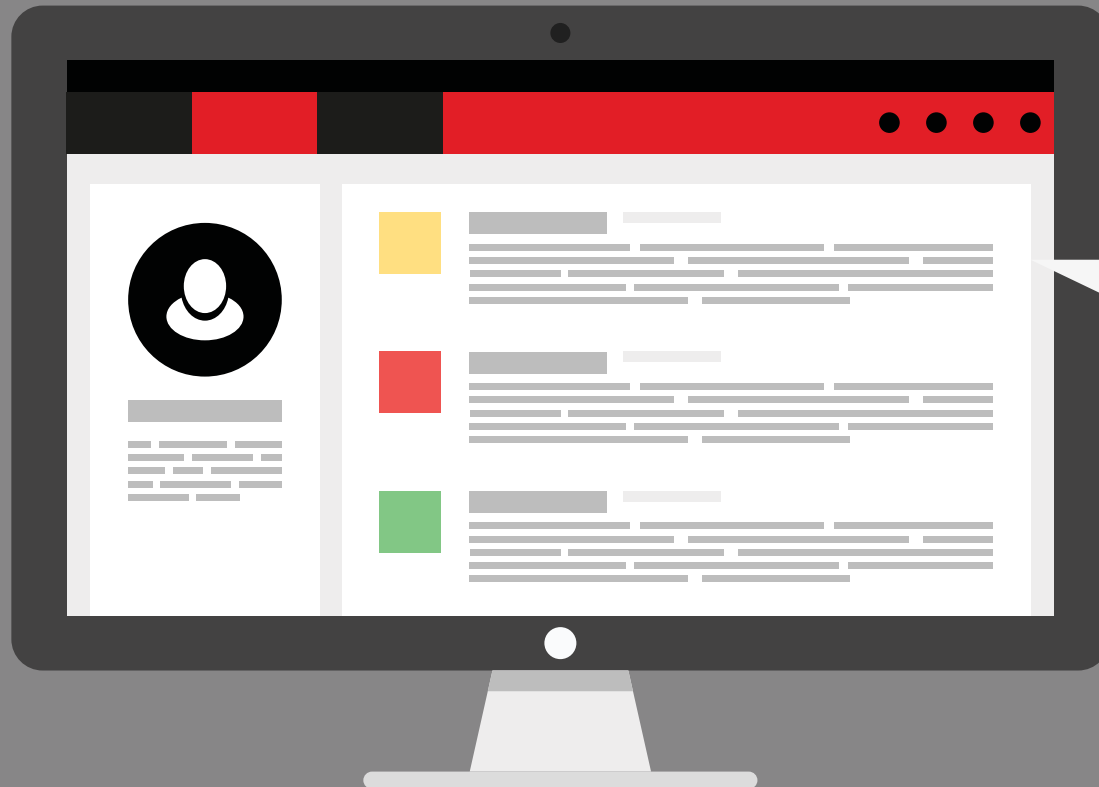
EXECUTION	ELEMENTS	COST (ZAR)	CONDITIONS
SECTION TAKEOVERS	Wallpaper 1440 x 900	<b>Varies, contact the Sales team</b>	From Monday - Thursday
	Leaderboard 728 x 90		
	Half Page 300 x 600		
TOP ARTICLE TAKEOVER	Wallpaper 1440 x 900	<b>20 000 / day</b>	
	Leaderboard 728 x 90		
	Half Page 300 x 600		
SOCIAL MEDIA	Facebook Package 4x (four) posts a day	<b>20 000</b>	
	Twitter Package 4x (four) tweets a day	<b>20 000</b>	
	Double Package 4x (four) posts a day 4x (four) tweets a day	<b>35 000</b>	
NEWSLETTERS	Jpegs   Gifs 575 x 90 575 x 250	<b>5 000 per send</b>	+ 46 500 subscribers
WEB BANNERS	Leaderboard 728 x 90	<b>350 CPM</b>	
	Half Page 300 x 600	<b>450 CPM</b>	
	• Rich Media Expander	<b>500 CPM</b>	
	Billboard 970 x 250	<b>600 CPM</b>	
	Medium Rectangle 300 x 250	<b>300 CPM</b>	
	Mobile Leaderboard 305 x 64	<b>350 CPM</b>	
	• Rich Media Expander 320 x 50		
HOMEPAGE TAKEOVERS	Wallpaper 1440 x 900	<b>50 000</b>	Friday, Saturday, Sunday
	Leaderboard 728 x 90		
	Half Page 300 x 600		
	Wallpaper 1440 x 900	<b>35 000 / day</b>	From Monday - Thursday
	Leaderboard 728 x 90		
	Half Page 300 x 600		

# SIZES



- 1** Leaderboard  
728 x 90
- 2** Half Page Unit  
300 x 600
- 3** Medium Rectangle  
300 x 250
- 4** Billboard  
970 x 250


- 5** Mobile Leaderboard  
320 x 50
- 6** Mobile Leaderboard  
305 x 64
- 7** Mobile Medium Rectangle  
300 x 250





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