



# DIGITAL 2025

PROUD BRAND OF DISTINGUISHED MEDIA

## DIGITAL

### DISPLAY RATES

### CPM

1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x300, 970 x 250, 300x600 etc)	R 350.00
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### ADDITIONAL COST FOR LAYERING:

+ Geotargeting ROA (we target ZA national by default)	R 35.00
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### NEWSLETTER In-Article Ad Unit

In-article banner featured on a newsletter to reach targeted, opted-in audience Desktop sizes: 300x250 Mobile: 300x250	R 230.00
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### DEADLINES

2 Working days prior to publication

**\*Minimum campaign duration: 7 days**

**\*Minimum bookable impressions: 25 000**

For more information, please contact [Katleho Moloi](mailto:katleho@distinghiushedmedia.co.za) at [katleho@distinghiushedmedia.co.za](mailto:katleho@distinghiushedmedia.co.za)  
Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.





**DIGITAL BANNER SPONSORSHIP PACKS (DESKTOP & MOBILE)****RATE**

<b>KASI BUSINESS NEWS</b>	100 000 impressions	R 35 000.00
<b>KASI BUSINESS NEWS</b>	75 000 impressions	R 26 250.00
<b>KASI BUSINESS NEWS</b>	50 000 impressions	R 17 500.00
<b>KASI BUSINESS NEWS</b>	25 000 impressions	R 8 750.00

***\*Minimum campaign duration: 7 days***

***\*Minimum bookable impressions: 25 000***

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**NATIVE PACKAGES****PREMIUM PACKAGE:****R 50 000.00**

1 x Supplied article

3 x Days pinned home page exposure, 7 Days Section Page exposure

2 x Sponsored Facebook posts + 3 x Sponsored tweets

20 000 x Digital banner impressions

3 x Sponsored tweets

1 x Newsletter in-article banner

**STANDARD PACKAGE:****R 35 000.00**

1 x Supplied article

2 x Day Home page exposure, 5 Days Section Page exposure

1 x Sponsored Facebook post

2 x Sponsored tweets

1 x Newsletter In-article banner

**SPONSORED CONTENT:****R 15 000.00**

1 x Supplied article

2 x Sponsored Facebook posts

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## DIGITAL

### **PARTNER HUB:**

**R 35 000.00 PM**

A centralised platform for managing and sharing your content such as articles, podcasts, videos.

### **PODCASTS:**

Price available  
upon request

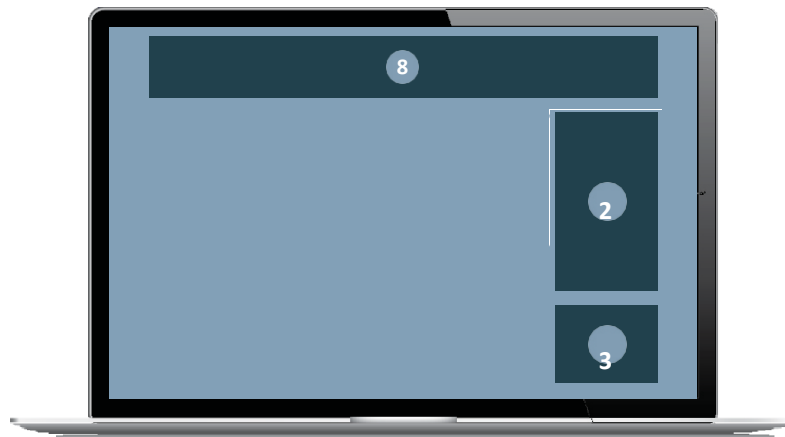
**CLIENT CURATED** - A bespoke podcast created for a client where their business / services are at the core of the podcast.

**SPONSORED** - An established Distinguished Media podcast is sponsored by a client via a live read by the host and opening / closing billboard.

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1

**Home Page Take Over**  
Wall Paper 1366 x 728

2

**Half Page**  
300 x 600

3

**Medium Rectangle**  
300 x 250

4

**Mobile Web Banner**  
320 x 50  
320 x 100

5

**Mobile Medium Rectangle**  
300 x 250

6

**Mobile Leaderboard**  
320 x 50

7

**Mobile App Medium Rectangle**  
300 x 250

8

**Leaderboard**  
728 x 90/ 970 x 250

