



MEDIAMARK

bringing people & media together

DIGITAL RATE CARD

EFFECTIVE 1 JULY 2023

DIGITAL AUDIO | MOBILE
PODCASTS | SOCIAL MEDIA

NEW LOOK RATE CARD



Reaching over 17 Million South Africans, Mediamark is a multi-channel sales house that represents World Class Audio and Digital media brands who offer deep and engaged connections with their audiences

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Display



ELEMENT	SPECIFICATIONS	D6 CONNECT	D6 COMMUNICATOR	EAST COAST RADIO	EAST COAST GOLD	JACARANDA FM	KAYA 959	MSN	MTN	OUTLOOK	VODACOM
Leaderboard	728x90 max 39k		R200	R325		R325	R295	R290		R290	R150
Medium Rectangle	300x250 max 39k			R325		R325	R295	R290		R290	
Half Page Advertisement	300x600 max 39k			R369		R369	R335	R375		R375	R175
Custom Header	1272x328 max 39k							R375			
Billboard	970x250 max 39k			R441		R441	R375	R375			
Skyscraper	160x600 max 39k									R290	
Mobile Banner	300x50 max 39k	R150		R165	R447	R165	R150	R150			
Mobile Banner	250x510 max 39k							R150			
Mobile Content Block	216x36 max 39k		R150								
Mobile Banner	480x80 max 39k							R150			
Mobile Banner	320x50 max 39k			R165		R165	R150				R100
Mobile Medium Rectangle	300x250 max 39k			R209	R448	R209	R190		R150		
Mobile Sticky Banner	320x50 max 39k								R100		R140
Mobile Sticky Leaderboard	728x90 max 39k										R140
Roadblock Large Format Elements	Custom Header 1272x328 Half Page Ad 300x600 max 39k							R70 000			
Roadblock Standard Format Elements	Leaderboard 728x90 max 39k Medium Rectangle 300x250 max 39k							R50 000			

Multilocal

Note: Multilocal Marketplace rates vary based on the target market, and the element utilised (Display; Video; Native; Audio. PHD will always receive the recommended CPM Bid Guidance, and this will be the base rate provided by Mediemark with no additional mark ups

Digital Audio



ELEMENT	SPECIFICATIONS	ADWAVE	EAST COAST RADIO	EAST COAST GOLD	JACARANDA FM	KAYA 959
Audio Only: Pre-Roll	15 - 30 Second Audio File:mp3 / wma / aac / ogg or wav	R205	R228	R228	R228	R220
Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R205	R228	R228	R228	R220
Audio+ Playlist companion Ad + Small Format Companion Ad	<p>15 - 30 Second Audio File: cmp3 / wma / aac / ogg or wav</p> <p>Playlist Companion Ad: 140x260 max 39k</p> <p>Player Companion Ad: Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb</p>	R315	R351	R351	R351	R320
Audio+ Playlist companion Ad + Large Format Companion Ad	<p>15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav</p> <p>Playlist Companion Ad: 140x260 max 39k</p> <p>Player Companion Ad: Billboard (970x250 max 39k)</p>		R409	R409	R409	R350

ELEMENT	SPECIFICATIONS	MSN	OUTLOOK
Native Desktop CPM	<p>Title: The first 25 characters render; No hard character limit;</p> <p>Description: The first 40 characters render; with a hard limit of 300 characters; Sponsor (Brand): < 25 characters;</p> <p>Icon: Sizes 150x150; 300x300; 100x100; 50x50 max 39k</p>		R150
Mobile Native CPM	<p>Logo: 100x100 and 296x184 max 60k</p> <p>Title: 75 Character limit; Sponsor(Brand): <25 Character limit.</p>		R100
Lead Gen - CPC	<p>Headline: Max. 70 characters (Infopane,Stripe), Max. 40 characters for River</p> <p>Image: 860x1200</p> <p>URL: HTTPS and no Java Script tracking</p>	R30	R30

Text



ELEMENT	SPECIFICATIONS	MTN	VODACOM
Bulk SMS, Standard with Hyperlink	160 Characters	R500 CPM	13c p/SMS
SMS Interactive	160 Characters		20c p/SMS
SMS Long	320 Characters		26c p/SMS
MMS	300X250 max 300k		R1,18 p/ MMS
Please Call Me	110 Characters	R4,00 CPM	R5,00 CPM
Missed Call Keeper	72 Characters		R5,00 CPM
USSD	20+144 Characters		R5,00 CPM
SMS with Video	160 Characters, 640X480, MP4		20c p/SMS
PCM with Video	110 Characters, 640X480, MP4		R8,00 CPM
Missed Call Keeper	72 Characters		R5,00 CPM

Video



ELEMENT	SPECIFICATIONS	MSN	VODACOM	WMX
Instream (Pre Roll)	VAST 3.0; Aspect Ratio 16:9	R500		
Outstream (Native Video)	480x270 (16:9) max 1GB; VPAID; Html5;	R450		
Bannerstream	Aspect ratio 16:9; Creative Size 300x250	R420		
Cross Platform_WMG YT Pre-Roll Skip	Standard Youtube Specs: Pre Rolls appear directly before the video you want to watch. These short video ads can be up to two minutes long, but the sweet spot for most advertisers is between 15 and 25 seconds			R420
Cross Platform_WMG YT Pre-Roll Bumper	Standard Youtube Specs: YouTube's bumper ad is a six-second, unskippable video ad that plays before a YouTube video. It is one of YouTube's six different advertising formats. Due to their short length, bumper ads are best for creating brand awareness and reach			R420
Cross Platform_WMG YT Sponsorship	Live Stream Integration Your brand will receive prominent media & logo placement across the live stream itself. Co-Branded Promotion: Additionally, your brand will be prominent throughout all of the promotion for the Songkick Presents live stream - from co-branded emails to display media to editorial.			R450
Pre Roll Video (Mobile)	640x480 max 39k		R250	
Mid & Post Roll (Mobile)	640x480 max 39k		R220	
Dynamic Video Advert (Mobile)	640x480 max 39k		R300	
Medium Rectangle Advert (Mobile)	300x250 max 39k		R300	

Targeting and Tools

TARGETING AND TOOLS	DEFINITION	ADD TO CPM
Shake Me	ShakeMe™ is a motion-activated and interactive audio ad format that invites listeners to shake their phones or smartwatches to complete a desired action, such as downloading a coupon, placing a call, or opening a web link. Because we so often listen to audio while exercising, working, commuting, or cooking, we can't always stop and pick up our phones to visit a brand's website. With ShakeMe™, listeners can interact directly with the ad without unlocking their phone or even looking at their screens – providing immediate measurement of a conversion.	15%
Digital Attribution Tracking	AudioPixel is a digital tracking pixel that enables advertisers to measure the success of their ad campaigns by matching the users who heard the ads to the users who subsequently performed a certain action – like visiting a website, making a purchase, or downloading an app. AudioPixel was designed specifically for “audio first” campaigns and can help advertisers make data-driven decisions on audience targeting, delivery frequency, creatives, and more. Optimize on the fly	R40 CPM
Audio Targeting Filters available:	Age, gender, HHi, Children, Occupation, Geotargeting	10%
Microsoft BT Segments	Microsoft behavioural targeting	10%
WMX Targeting Upcharge	This is the additional rate added to the CPM when including a level of targeting such as device, demo, audience segment, content language etc. This charge applies to each of the additional targeting layers applied	54 CPM

Terms and Conditions

1. THE PARTIES

1.1 The parties to this agreement Mediamark and the party whose details are fully set out on the Insertion Order as part of this agreement hereinafter referred to as the "Advertiser".

1.2 The Advertiser hereby acknowledges and agrees that the Advertiser will be responsible to fulfil or procure fulfilment of all its obligations as set out in this agreement and that the Advertiser will ultimately be liable to Mediamark for fulfilment of all its obligations under this agreement.

1.3 Annexures, addendums or schedules to this agreement form an integral part hereof. If any provision in an annexure, addendum, or schedule conflict with a provision(s) in this agreement, effect shall be given to the other provision(s) in this agreement.

2. DEFINITIONS

2.1 For the sake of convenience and clarity, the following words shall bear the meanings assigned to them below:

2.1.1 "Advertisement(s)" means any text, graphics, image, content or any other marketing or promotional material provided by the Advertiser to Mediamark for placement within Mediamarks' digital properties as set out on the first page.

2.1.2 "Campaign(s)" means all the advertisements that shall be placed within Mediamarks' web properties in accordance with the details set out in this agreement collectively.

2.1.3 "Insertion Order" means the document headed "Online Advertising Agreement" and/or "IO" stipulates the details of the Advertiser and the placement of the advertisements.

2.1.4 "This agreement" means the first page, all additional numbered pages, the terms, and conditions set out herein and any annexure, schedule or addendum attached hereto.

2.1.4 "This agreement" means the first page, all additional numbered pages, the terms, and conditions set out herein and any annexure, schedule or addendum attached hereto.

3. PLACEMENT OF ADVERTISEMENTS

3.1 Material, image and/or content, required by Mediamark to give effect to this agreement, needs to be supplied to Mediamark, in such format as Mediamark may specify, at least 3 (three) working days prior to the campaign commencing. Mediamark shall not be obliged to place any advertisement that does not satisfy its technical requirements with regards to advertising creative dimensions, le type and le size.

3.2 Mediamark will provide Advertiser with reports on advertisements placed within Mediamarks' digital properties as per Auto Campaign Frequency Reporting field specified on Insertion Order.

3.3 The placing of advertisements is subject to availability of inventory. Whilst every effort will be made to serve all advertisements as indicated in this agreement, strict compliance will not always be possible and Mediamark cannot be held liable for any advertisements not placed as set out in this agreement and/or any changes in the placement of advertisements.

3.4 Mediamark reserves the right to:

3.4.1 Serve any advertising on Mediamarks' digital properties, including (without being limited to) advertising relating to competing products and/or services.

3.4.2 Change the format, layout and/or look-and-feel of Mediamarks' digital properties.

3.4.3 Include any link in the web pages within Mediamarks' web properties that Mediamark, in its sole discretion, deems appropriate.

3.4.4 Reject any advertisement that is improper, immoral, or unlawful. The client will be duly informed of such decision and allowed 48 hours to rectify the advertisement, failing which the client will remain liable for the total campaign value whilst Mediamark. will not be liable to serve any advertising on such campaign until the rectified material has been received.

3.4.5 Reject any campaigns and/or advertisements that are not appropriate to Mediamark's viewers, or in conflict with Mediamarks' business interests. The client will be duly informed of such decision and the applicable campaign will be cancelled with immediate effect with no obligations to the client or Mediamark.

3.5 All bookings are subject to availability on receipt of a signed Insertion Order (IO).

3.6 All bookings are subject to approval by the individual media owners.

3.7 IO's together with all relevant creative/material must be received no less than three (3) days before campaign starts.

3.8 If Creative/material is not supplied in the stipulated three (3) day deadline the campaign will be charged for in full.

3.9 In cases where campaign placements are being shifted from one site to another, a signed amendment document must be submitted.

3.10 Rates are nett and exclude all negotiated discounts and incentives.

3.11 Please note that impressions are booked on a daily basis, therefore your invoice will reflect the billing per day, for the current month only.

3.12 All campaigns shall be monitored, reported on and invoiced based on Mediamark's inventory management system.

4. DURATION & CANCELLATION

4.1 This agreement shall come into effect on the date when it is counter signed by an authorized representative of Mediamark ("the effective date") and shall endure until the end date set out on the Insertion Order (unless otherwise agreed in writing), subject to the right of either party to terminate the agreement by means of twenty-eight (28) days prior written notice to such effect to the other party.

4.2 In the event of termination of this agreement for any reason whatsoever, Mediamark shall forthwith remove all advertisements that may appear on Mediamarks' digital properties in terms of this agreement.

4.3 Cancellation by the Advertiser will only be affected through the submission of a written cancellation notice, which must reach Mediamark twenty-eight (28) days before the effective date of cancellation. The Advertiser shall remain liable for all advertisements placed until the effective date of cancellation. Should the Advertiser insist on a waiver of the cancellation notice period, i.e., immediate cancellation of the campaign, Mediamark will be entitled to hundred percent (100%) of the originally booked campaign value, i.e., the full Online Advertising Agreement value will be payable.

5. CONSIDERATION

5.1 In consideration for the advertisements served in terms of this agreement, the Advertiser will pay Mediamark the amounts set out in this agreement.

5.2 Mediamark shall provide the Advertiser with a monthly VAT invoice. The amounts set out in the VAT invoice will be payable within the agreed payment period.

5.3 Mediamark shall be entitled to give the Advertiser reasonable written notice which may include an e-mail notification of any increase in any amount set out in this agreement.

5.4 Should the Advertiser fail to pay any amount to Mediamark by due date, Mediamark shall be entitled, in its discretion and without prejudice to any other rights which it may have in law, forthwith cancel this agreement, or suspend performance of its obligations without notice to the Advertiser.

6. INTELLECTUAL PROPERTY RIGHTS

6.1 The Advertiser hereby grant to Mediamark a worldwide, royalty free license to use the advertisement, Advertiser name, trademark, logo, brand name and/or domain name to the extent necessary to give effect to the provisions of this agreement.

6.2 The Advertiser hereby warrant that the Advertiser is, and at all relevant times will be, the lawful owner of the copyright of the advertisement and all the material and content provided by the Advertiser to the Web for the purposes hereof and hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless against any claim made by any person, howsoever arising from any infringement of copyright and/or infringement of any other intellectual property rights or other third party rights by the advertisements and/or any other material provided by the Advertiser to Mediamark.

6.3 The parties agree that, except where specifically provided otherwise in this agreement, no party shall obtain any rights of whatsoever nature in or to the intellectual property rights of the other party and that any intellectual property rights developed during the term of this agreement by Mediamark or by the parties acting jointly, shall vest exclusively in Mediamark.

6.4 The Advertiser will not be entitled to use any of Mediamark trademarks, logos, brand names, domain names or other marks without Mediamark's prior written approval.

7. LIMITATION OF LIABILITY

7.1 The Advertiser acknowledge that neither Mediamark nor its respective Publishers has no knowledge of, nor in any way contributes to, nor approves the advertisement and/or any other content provided to Mediamark or its respective Publishers in terms of this agreement and that certain kinds of advertisements, content and conduct may be offensive, unlawful,

in breach of codes of conduct binding on Mediamark, violations of legislation, violations of the common law generally or violations of the requirements or rules of any regulatory authority

and that certain kinds of advertisements, content and conduct may cause harm to the name, goodwill and reputation of Mediamark or its respective Publishers. The Advertiser therefore agrees that Mediamark or its respective Publishers may, without derogating from any other rights that it may have, terminate this agreement

with immediate effect and without notice to the Advertiser, should Mediamark or its respective Publishers, in their sole discretion, be of the opinion that the Advertisers' advertisement and/or any of the content accessible via link from the advertisement or any conduct within the website accessible via a link from the advertisement is offensive, unlawful or harmful.

7.2 The Advertiser agrees that nothing that Mediamark does in the exercising of its rights or the performance of its obligations in terms of this agreement or in the carrying on of its business generally shall be construed as an assumption of responsibility or liability by Mediamark for the advertisement and/or the content accessible via a link from the advertisement and/or the conduct carried on the website accessible via a link from the advertisement.

7.3 The Advertiser hereby warrant to and in favour of Mediamark that the performance by Mediamark of its obligations under this agreement will not result in the breach of any applicable law or any third party rights and the Advertiser hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless from and against any loss, costs, damages and/or claims suffered or incurred by or instituted against Mediamark as a result of a breach of this warranty.

7.4 Nothing herein or that Mediamark does in performance of its obligations in terms hereof, shall be interpreted to give Advertiser any form of entitlement in respect of Mediamark's web properties, other than as provided for herein.

7.5 Notwithstanding any other provision under this agreement, neither party shall be liable to the other party for any indirect and/or consequential damages directly or indirectly resulting from (relating to) this agreement in any manner whatsoever.

8. CONFIDENTIALITY

Notwithstanding termination of this agreement, the parties agree to treat all information, in whatever form and howsoever recorded, that may reasonably be argued to have commercial value and that a party receives from the other party as a result of this agreement ("confidential information"), as private and confidential and safeguard it accordingly. The parties furthermore agree not to use or disclose or divulge or copy or reproduce or publish or circulate or reverse engineer and/or decompile or otherwise transfer, whether directly or indirectly, any confidential information to any other person and shall take all such steps as may be reasonably required to prevent confidential information falling into the hands of unauthorised persons.