




Mail&Guardian

DIGITAL RATE CARD 2024

 @mailandguardian

 www.mg.co.za

SUPPORTED AD FORMATS AVAILABLE TO PURCHASE :

Native Advertising Packages:

- Sponsored article
 - Banners (728x90px and 300x600px) that can live around the article permanently for a month. These will click through to external site.
 - Banners (any size) that can live around the M&G site to drive traffic to the article. (50,000 added value impressions).
 - Social Media posts (2x FB and 2xTweets) These will direct readers to the article.
 - Newsletter Posts - 3 Newsletter posts of the article in a month.
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- This package is R 25,000.00 for 1 article.
 - This package is R 50,000.00 for 2 article.
 - This package is R 60,000.00 for 3 article.
 - This package is R 80,000.00 for 4 article.
 - This package is R 100,000.00 for 5 article.

Ask your M&G account manager about any custom deals we can negotiate and create for you.

Mobile:

- Mobile Leader board - 320 x 50 - R350 CPM
- Mobile Medium Rectangle - 300 x 250 - R400 CPM
- Half Page Banner - 300x600 - R400 CPM

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Desktop:

- Half Page Banner - 300x600px - 350CPM
- Leaderboard Banner - 728x90/ 970x90px - 300CPM
- Mid Page Unit - 300x250px - 250CPM
- Billboard Banner - 970x250px - 350CPM

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Native Outstream Video:

An 'outstream' video ad unit, is a new video advertising unit that auto plays in a large format player whenever a user navigates to it within text content (typically an article) Native Outstream Video - R400 CPM

Pre-roll:

- Pre-roll play on selected videos placed by Mail & Guardian
- Pre-roll - R350 CPM

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DIGITAL SUPPLEMENTS

Package 1: 2 Articles / Pages [**estimated cost R150 000**]

Package 2: 4 Articles / Pages [**estimated cost R250 000**]

Package 3: 8 Articles / Pages [**estimated cost R450 000**]

Our packages include client articles accompanied by banners and images. We have the capability to embed videos based on availability and specific client requests. The compiled articles are integrated into a dedicated content hub section, prominently featuring client logos for clear and distinct recognition.

M&G Events

- X Space **R40 000**
- Podcast (Audio) **R30 000**
- Podcast (Visual) **R65 000**
- Webinar (Online) **R75 000**
- Webinar (Hybrid) From **R150 000** excluding venue and meals

Critical Thinking Forum(s)

- 10 to 70 delegates (**estimated between R100 to R200k**)
 - 70 to 120 delegates (**estimated between R170 to R270k**)
 - 120 to 250 delegates (**estimated between R270 to R370k**)
 - 250 plus delegates (**estimated from R370k plus**)
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**SCAN
HERE
FOR
EXAMPLE**