



The Green solution to your lifestyle blues

Online Advertising Rates

October 2009

Find us on Republic Rd in Randburg. For further enquiries call (011) 789 5052.
www.brightwatercommons.co.za

About the website

www.brightwatercommons.co.za

The Brightwater Commons website is a vibrant, popular website which provides information on the Brightwater Commons Shopping Centre as well as the many exciting events that take place there. It also promotes environmental awareness and supports the local Randburg community.

Over the 6 month period April 2009 - September 2009:

- The site received **28 571** unique visits (not 'hits')
- **92 180** pages were viewed
- On average each visitor looks at **3** or more pages
- On average each month the site receives just under **5000** unique visits.
- Most visitors are from **South Africa**, but the site receives traffic from the **United Kingdom**, the **United States**, **Norway**, **Germany**, the **Netherlands**, **France**, **Australia**, **India** and **Ireland** amongst others.

The website is supported by a regular newsletter, Facebook and Twitter.



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Banner Placement



There are 4 different banner placements available:

1. Left Hand Side Square Banner: 250px X 250px
2. Right Hand Side Vertical Banner: 120px X 240px
3. Bottom Half Banner: 234px X 60px
4. Bottom Button 2: 120px X 60px

These banner placements exist across the entire website with the exception of the individual shops' pages and the "Contact Us" page.

Your banner will be automatically rotated to give you equal exposure to other advertiser's banners.

You banner may link to you website or it can display a popup page with further information.

All banners are displayed on a 'run of site' (ROS) basis, which mean that it will appear on all sections of the website.

Banner Placement



Community Talk www.communitytalk.co.za

Your banner will also appear throughout the Brightwater Commons' newly launched Community Talk website.

The Community Talk website is designed as a space for the local community and other visitors and fans of The Brightwater Commons to share information, opinions, stories and pictures.

The site is an open forum for members and provides a platform for discussions and dialogue around various local issues and events. The site includes:

- Discussion forums
- Photo gallery
- Opinion polls
- Community Notice Board
- Latest News
- Useful community resources such as a list of schools and guesthouses in the area, and information on the environment and recycling.

Rate Card

All costs are for placement for 1 calendar month.

Design costs are once-off, even if the banner runs for more than 1 calendar month.

You may supply the banner, but please take note of the technical specifications. Any banners not adhering to the specifications will be rejected.

All banners link to an external website. Alternatively the banner can open a popup window with more information or a contact form.

Banner	Placement cost per month (ex VAT)
Left hand side square banner (LHS-SB)	R 700.00
Right hand side vertical banner (RHS-VB)	R 550.00
Bottom half banner (BH-B)	R 420.00
Bottom banner 2 (B2-B)	R 350.00
Banner Type	Design Costs (ex VAT)
Static banner	R 380.00
Basic animated banner (gif)	R 580.00
Advanced animated banner (flash)	R 750.00
Popup window	R 350.00
Package	Package costs (ex VAT)
Package 1 (10% discount): LHS-SB (advanced animated banner) RHS-VB (basic animated banner)	R 2 322.00 for first month R 1 125.00 per month thereafter, same banners
Package 2 (10% discount): LHS-SB (advanced animated banner) B2-B (static banner)	R 1 962.00 for first month R 945.00 per month thereafter, same banners
Package 3 (10% discount): RHS-VB (basic animated banner) BH-B (static banner)	R 1 737.00 for first month R 873.00 per month thereafter, same banners

Discounts

3 consecutive month banner run:
10% discount on placement costs

6 consecutive month banner run:
15% discount on placement costs

Please contact us to discuss any other applicable discounts on extended bookings or when booking more than 1 banner.

Technical Specifications

If you wish to supply your own banners for placement please ensure that these technical specifications are met. Any supplied banners that do not adhere to these specifications will be rejected.

Banner	Dimensions	Maximum File Size	Format
Left hand side square banner (LHS-SB)	250px (w) X 250px (h)	Static: 30k	.gif, .jpg, .png
		Basic Animated: 80k	.gif
		Advanced animated: 100k	.swf
Right hand side vertical banner (RHS-VB)	120px (w) X 240 (h)	Static: 15k	.gif, .jpg, .png
		Basic Animated: 50k	.gif
		Advanced animated: 60k	.swf
Bottom Half Banner (BH-B)	234px (w) X 60px (h)	Static: 10k	.gif, .jpg, .png
		Basic Animated: 35k	.gif
		Advanced animated: 50k	.swf
Bottom Banner 2 (B2-B)	120px (w) X 60px (h)	Static: 7k	.gif, .jpg, .png
		Basic Animated: 20k	.gif
		Advanced animated: 30k	.swf

All files to be supplied optimised at 72dpi, RGB colour.

Deadlines: All materials to be supplied by the 20th of the preceding month.