



Hiking South Africa

Advertising Options

Advertorials

Sponsored Articles	Purpose-written articles to promote an item, brand or event.	R500 per article
---------------------------	--	------------------

Forum

Commercial Forum Posts	Access to "Site Sponsors" section on the forum, which is visible to all forum users and appears in the "Latest Posts" section on the website home page. Great place to announce your latest deals.	R350 per month
-------------------------------	--	----------------

Web Banners

1	Leaderboard	Size: 728px by 90px	R250 (CPM)
2	Half Page	Size: 300px by 600px	R320 (CPM)
3	Medium Rectangle	Size: 300px by 250px	R275 (CPM)



- CPM = Cost per thousand impressions. (M is the Roman numeral 1,000.) The amount charged to the advertiser per 1,000 impressions.
- An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a user's screen, the ad server counts that loading as one impression.
- An impression is recorded irrespective of whether the user clicks on the ad or not.
- Ads will rotate if more than one ad is running per banner