



Hiking South Africa

Advertising Options

Advertorials

Sponsored Articles	Purpose-written articles to promote an item, brand or event.	R1000 per article
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Email

Weekly Mailer Ad Spot	A central ad spot nestled between the four featured articles of the week. Only one ad spot available per week, so your ad will be the only one appearing in over 4000 inboxes.	R550 per mailer Once a week
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Web Banners

1	Leaderboard	Size: 728px by 90px	R180 (CPM)
2	Half Page	Size: 300px by 600px	R260 (CPM)
3	Medium Rectangle	Size: 300px by 250px	R200 (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