

**WESKUS SAKEKAMER / WEST COAST BUSINESS CHAMBER - ADVERTISING RATES TABLE - 09 February 2021**

ADVERT CODE	ADVERT POSITION	TYPE	SIZE	FILE FORMAT ACCEPTED	NON-MEMBER - RATES				MEMBERS - RATES					
					NUMBER OF ADVERTS*	1	3	6	12	NUMBER OF ADVERTS*	1	3	6	12
					% DISCOUNT =	0	5	10	15	30	0	5	10	15

**EVENTS CALENDAR ON MAIN PUBLIC WEBSITE: [www.weskussakekamer.co.za](http://www.weskussakekamer.co.za)**

<b>CAL000</b>	Calendar Advert for Course, Event or Function, etc.	One Insertion for 1 date	Up to 1x44 page of text with one photo and a logo	JPG, PNG, Form to be completed	COST =	350	Same Repeated Ad = +R50 per each additional date			250	250	Same Repeated Ad = +R50 per each additional date		
<b>CALMAV</b>	Calendar Advert PLUS Advertorial Article on website + inclusion in 1 newsletter	Advertorial Advert + Link	A4 text & photo	DOC, DOCX, EMAIL	COST =	700	Stays on website indefinitely			490	490	Stays on website indefinitely		

**WEBSITE - All adverts are displayed for 30 days except MAV000**

<b>MSB200</b>	Sidebar Skyscraper ad on all blog Articles	Static Blog Sidebar + Link	200x300 pixels	JPG, PNG	COST =	400	1,140	2,160	4,080	280	280	800	1,510	2,860
<b>MHP970</b>	Home Page - Banner Advert (page bottom)	Rotating Banner Advert + Link	970x90 pixels	JPG, PNG, GIF	COST =	600	1,710	3,240	6,120	420	420	1,200	2,270	4,280
<b>MCB728</b>	Classifieds & Promotions Page - Banner Advert	Rotating Banner Advert + Link	728x90 pixels	JPG, PNG, GIF	COST =	600	per 30 days			420	420	per 30 days		
<b>MCT000</b>	Classifieds & Promotions Page - Text only	Classified Text Only Advert	250 chars	DOC, DOCX, EMAIL	COST =	200	per 30 days			Free - expires every 30 days				
<b>MAV000</b>	Advertorial Article + inclusion in 1 newsletter	Advertorial Blog Article + Link	A4 text & photo	DOC, DOCX, EMAIL	COST =	750	Stays on website indefinitely			530	530	Stays on website indefinitely		

**WesNuus - NEWSLETTER - SENT EVERY WEEK TO ALL REGISTERED MEMBERS**

<b>BNB600</b>	Banner Advert: with website url link (2 newsletters)	Banner Advert + Link	600x90 pixels	JPG, PNG	COST =	450	1,280	N/A		320	320	910	N/A	
<b>BNC000</b>	Classified Text Advert included in 1 newsletter	Classified Text Only Advert	5 lines text	DOC, DOCX, EMAIL	COST =	300	860	N/A		Automatically included in 1 newsletter				

**IMPORTANT: Please read this in conjunction with the Advertising Guidelines Document and our Advertising Terms and Conditions - Access this information from links at the bottom of the Home page on the Sakekamer's website**

1	* Number of Adverts: An advert on the Website(s) is viewable for 30 days from date of placement. Newsletter adverts are for 1 insertion only. Newsletters are sent out on a regular basis every week. Advertorial Adverts (articles) remain on the Sakekamer blog indefinitely. Table Legend for website adverts: 1 = 30 days, 3=90 days, 6=6 months; 12=1 year. Calendar Adverts: One advert placement only is applicable.
2	All advertisements are payable in advance before any placement of the advertisement can take place. In fairness to all our advertisers / sponsors, selected advertising areas may NOT be reserved for more than 2 consecutive months in the same ad position. We believe that all our advertisers should have equal opportunity to advertise in our prime spots.
3	Rotating Banner Adverts: Grouped with a maximum of 5 other advertisers' banners. Static Advert = Single display of ad for the entire ad period.
4	ANIMATED GIF Adverts: Sakekamer has instructions and requirements for these ads: • We only accept animated adverts in .gif format. • Max file size: 500kb. • Duration: <10 seconds • Maximum number of frames (pages) is 4.
5	Weskus Sakekamer Demographics - as at 31 July 2020: Members Mailing List: 267   Facebook Followers: 1,333   Website Visits: Avg/month: 7,735   Website Unique Visitors: Avg/month: 4,636   Web Pages Viewed/month: 10,505 avg
6	Advert sizes for website banners conform to the standard Google adsense banner sizes. Sidebar Skyscraper advert size is unique to the Sakekamer's website. It is most important that you provide the exact size and file type requested for the advert position that you have chosen. If you require a advert design service, this could be arranged for a noniinal fee - payable directly to our Webmaster. Please contact <a href="mailto:weskusweb@weskussakekamer.co.za">weskusweb@weskussakekamer.co.za</a> or phone 087 150-8178.
7	PLEASE NOTE: WE DO NOT ACCEPT A PDF or JPG or PNG AS A TEXT FILE FOR AN ADVERT. All text or wording will be copied from your Word DOC or EMAIL only. PDF or graphic Files are not effective or good for web SEO and we discourage you from using them for this reason. The contents will not be indexed or accessible by Search Engines. All graphics should be supplied separately. Text should be supplied separately.
8	Charities and non-profit free - Event Calendar only. Provide NPO certificate.