

# ADVERTISING RATES 2018 - WEBSITE



**aBrBuzz** is the official aBr website featuring the latest digital version of the aBr magazine plus, a brand feature, press releases, videos and picture galleries.

## HOME PAGE BANNERS

POSITION	SIZE IN PIXELS	PRICE PER MONTH
Lead Banner 1	720 x 280	R6 500
Lead Banner 2	680 x 130	R5 200
Standard Banner	280 x 280	R3 500
Footer Banner	680 x 130	R3 000

\* Banners displayed for one month.

\*\* Lead Banner 1 is a scrolling banner. Lead Banner 2, the Standard Banner and the Footer Banner are static banners.

\*\*\*\* All material to be supplied by client.



**aBrBrandFeature** - New to the ABR stable is the BRAND FEATURE. This will be client-specific and highlight news or events pertinent to the client. The BRAND FEATURE will consist of original, riveting copy and is sure to attract a great audience. The superb position is on the home page of the website and will be available every two weeks.

## PACKAGE INCLUDES

POSITION	SIZE IN PIXELS	PRICE
Lead Banner 1	720 x 280	R25 000
Lead Banner 2	680 x 130	
Standard Banner	280 x 280	
Footer Banner	680 x 130	
Copy (800 Words)		

\* Brand Feature displayed for one month.

\*\* Lead Banner 1 is a scrolling banner. Lead Banner 2, the Standard Banner and the Footer Banner are static banners.

\*\*\* The Standard Banner will include a free link to your website.

\*\*\*\* All material to be supplied by client.

The screenshot shows the aBr website home page with several advertising spots highlighted by red arrows and labels:

- Lead Banner 1** (720 x 280 px): Located at the top left, above the Magazine Archive.
- Lead Banner 2** (680 x 130 px): Located below the Magazine Archive.
- Feature Brand Copy** (800 Words): A large central area for brand feature copy.
- Standard Banner** (280 x 280 px): Three standard banners are shown on the right side of the page.
- Footer Banner** (680 x 130 px): Located at the bottom of the page.

Other visible elements on the page include: aBr logo, navigation menu (HOME, PARTINFORM, MOBILITY BEAT, VIDEOS & PODS, PHOTOS, EVENTS, CONTACT), Magazine Archive, RGT SMART STATS, LATEST NEWSLETTER, SEE OUR WEBSITE, action.aBr, SUBSCRIBE NOW! FREE!, aBr hotwire, and various sponsor logos (IBAT, BRIDGESTONE, ALERT, TRACK) at the bottom.

**FREE**

**aBrSocial Media Channels** - Facebook, Twitter or YouTube. These are used to share all content from aBr Magazine, ACTIONaBr, and aBrHotWire.

**Free hosting for all aBr-generated advertiser content and aBrHotwire advertisers**



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aBrHotWire is a fortnightly e-newsletter promoting the latest news.

## BANNERS

POSITION	SIZE IN PIXELS	PRICE PER MONTH
Lead Banner	600 x 300	R4 800
Body Banner	600 x 300	R4 200

- \* Banners displayed for one month.
- \*\* Lead Banner and Body Banner are static banners.
- \*\*\* All material to be supplied by client.
- \*\*\* The Banners will include a free link to your website.

## EDITORIAL LISTING

PERIOD	WORD COUNT	PRICE PER LISTING
Once Off	150 Words	R2 200
2x Repeat	150 Words	R2 950

- \* Editorial Listing displayed for one month.
- \*\* All material to be supplied by client.
- \*\*\* The Listing will include a free link to your website.



## VIDEOS & PODCASTS

ACTIONaBr is the new web portal featuring automotive videos and podcasts.

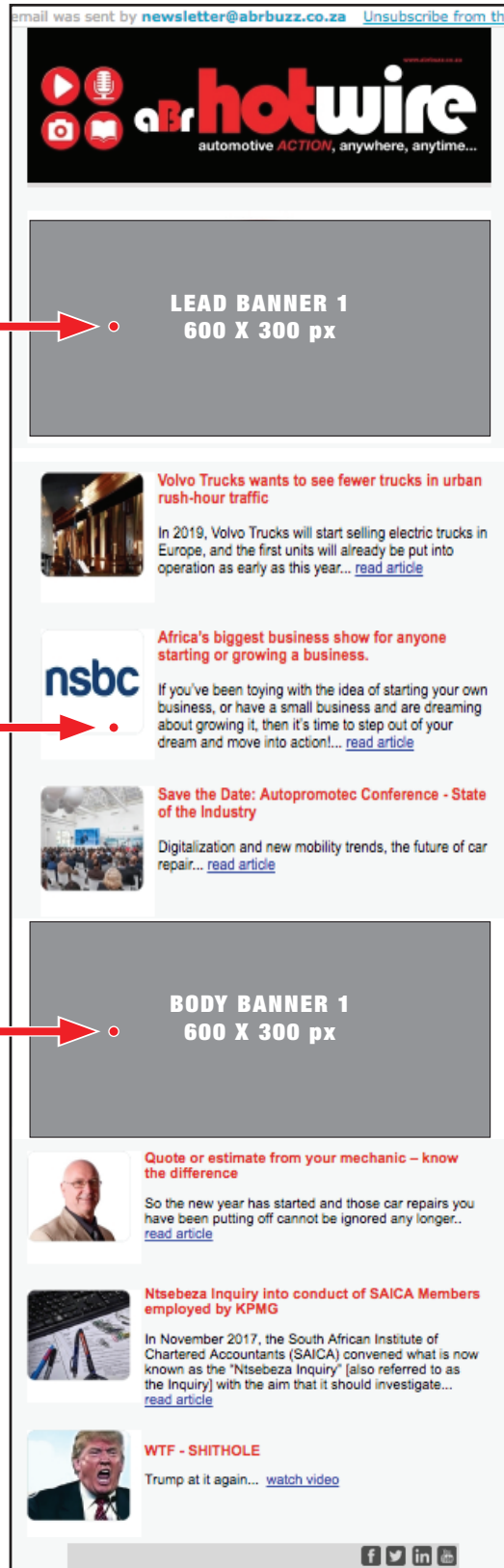
ACTIONaBr VIDEO are company and product promotion videos, including customer testimonials, product launches, training, etc.

ACTIONaBr PODCASTS include audio interviews and presentations.

PRODUCT	PRICE PER LISTING
Video	R4 200
Podcast	R3 500

- \* Video or Podcast displayed for one month.
- \*\* Videos or Podcasts to be supplied by client.
- \*\*\* Running time: Maximum 2 minutes.
- \*\*\*\* The Listing will include a free link to your website.

Lead Banner  
600 x 300 px



LEAD BANNER 1  
600 X 300 px

Editorial Listing  
150 Words

Body Banner  
600 x 300 px

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