



Rate Card

DIGITAL AUDIO | VIDEO | MARKETPLACE



EFFECTIVE 1 JULY 2024

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Display & Native



ELEMENT	SPECIFICATIONS	MSN	OUTLOOK	Jacaranda FM	East Coast Radio	Multilocal
		Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM
Leaderboard	728x90 max 39k	R290	R290	R349	R349	Multilocal Marketplace rates vary based on the target segment, and the element utilised (Display; Video; Native; Audio). Please speak to your Mediamark Representative for guidance rates
Medium Rectangle	300x250 max 39k	R290	R290	R350	R350	
Half Page Advertisement	300x600 max 39k	R375	R375	R396	R396	
Custom Header	1272x328 max 39k	R375				
Billboard	970x250 max 39k	R375		R474	R474	
Skyscraper	160x600 max 39k		R290			
Mobile Banner	300x50 max 39k	R150		R177	R177	
Mobile Banner	250x510 max 39k	R150				
Mobile Content Block	216x36 max 39k					
Mobile Banner	250x250 max 39k	R150				
Mobile Banner	480x80 max 39k	R150				
Mobile Banner	320x50 max 39k		R150	R177	R177	
Mobile Medium Rectangle	300x250 max 39k			R224	R224	

ELEMENT	SPECIFICATIONS	MSN	OUTLOOK
Native Desktop CPM	<p>Title: The first 25 characters render; No hard character limit; Description: The first 40 characters render; with a hard limit of 300 characters; Sponsor (Brand): < 25 characters;</p> <p>Icon: Sizes 150x150; 300x300; 100x100; 50x50 max 39k</p>	R300	
Mobile Native CPM	<p>Logo: 100x100 and 296x184 max 60k</p> <p>Title: 75 Character limit; Sponsor(Brand): <25 Character limit.</p>		R300

Multilocal

Note: Multilocal Marketplace rates vary based on the target market, and the element utilised (Display; Video; Native; Audio). PHD will always receive the recommended CPM Bid Guidance, and this will be the base rate provided by Mediamark with no additional mark ups

Digital Audio



ELEMENT	SPECIFICATIONS	JACARANDA FM	EAST COAST RADIO	EASTCOAST GOLD	ADWAVE	PODWAVE	ODEEO
		Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM
Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245	R245	R245	R220	R250	
Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R245	R245	R245	R220	R250	
Audio+ Playlist companion Ad + Small Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R377	R377	R377			
Audio+ Playlist companion Ad + Large Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Billboard (970x250 max 39k)	R439	R439	R439			
Gaming Audio & Companion Advertisement	5 - 30 Second Audio File: mp3, .wav, .aiff, .mp4, m4a Companion Ad: Icon - 175x175 - 600x600 square (dynamic), Banner - 320x50	R439	R439	R439			R320

ELEMENT		SPECIFICATIONS			
		MOBILE	TABLET	WEB	RATE
Pop Up	Size	320x480	1024x768	480x320	R630
	Format	png, gif, jpeg 1MB <1000 KB	png, gif, jpeg 1MB <1000 KB	png, gif, jpeg 1MB <1000 KB	
Display Banner	Size	320x50, 300x250, 320x100	728x250, 728x90, 728x180	728x250, 728x90, 728x180, 300x250, 320x100	R430
	Format	png, gif, jpeg 1MB	png, gif, jpeg 1MB	png, gif, jpeg 1MB	
Spotlight Banner	Size	360x203	n/a	n/a	R430
	Format	png, gif, jpeg 1MB	n/a	n/a	
Contextual Ad	Size	16:9 -Min. resolution 682x384px	16:9 -Min. resolution 682x384px	16:9 -Min. resolution 682x384px	POA
	Format	png, gif, jpeg Max. file size 60kb	png, gif, jpeg Max. file size 60kb	png, gif, jpeg Max. file size 60kb	
Pre/Mid/Post Roll	Size	1280x720 60sec Max	1280x720 60sec Max	1280x720 60sec Max	R630
	Format	mp4 Supported VAST versions: VAST 2.0, VAST 3.0, VAST 4.0	mp4 Supported VAST versions: VAST 2.0, VAST 3.0, VAST 4.0	mp4 Supported VAST versions: VAST 2.0, VAST 3.0, VAST 4.0	
Squeeze Back	Size	16:9 -Image, Ad duration 10-20sec	16:9 -Image, Ad duration 10-20sec	16:9 -Image, Ad duration 10-20sec	R430
	Format	png, gif, jpeg 1MB	png, gif, jpeg 1MB	png, gif, jpeg 1MB	

ELEMENT	SPECIFICATIONS	MSN	WMG
		RATE CARD CPM	RATE CARD CPM
Instream (Pre Roll)	VAST 3.0; Aspect Ratio 16:9	R500	
Outstream (Native Video)	480x270 (16:9) max 1GB; VPAID; HTML5;	R450	
Cross Platform_WMG YT Pre-Roll Skip	Standard Youtube Specs: Pre Rolls appear directly before the video you want to watch. These short video ads can be up to two minutes long, but the sweet spot for most advertisers is between 15 and 25 seconds		R420
Cross Platform_WMG YT Pre-Roll Bumper	Standard Youtube Specs: YouTube's bumper ad is a six-second, unskippable video ad that plays before a YouTube video. It is one of YouTube's six different advertising formats. Due to their short length, bumper ads are best for creating brand awareness and reach		R420
WMG Integrated Sponsorship	Live Stream Integration Your brand will receive prominent media & logo placement across the live stream itself. Co-Branded Promotion: Additionally, your brand will be prominent throughout all of the promotion for the Songkick Presents live stream - from co-branded emails to display media to editorial.		R450

ELEMENT	SPECIFICATIONS	PODCAST & CHILL WITH MAC G	SPREADING HUMOURS	POPCORN & CHEESE	ON SIDE
		RATE CARD FLAT RATE	RATE CARD FLAT RATE	RATE CARD FLAT RATE	RATE CARD FLAT RATE
Live Read & Animated Poster	The host reads a commercial or promotional message directly to the audience. The live read is accompanied by an engaging promotional graphic from the brand, sometimes featuring subtle animations that showcase calls to action. 30 - 60 Seconds Format: Word Document of written Live Read; Hi Res JPEG, PSD or TIFF Aspect Ratio: 16:9 Poster				
Intro Video	Pre-rolls, mid-rolls, and post-rolls are types of video ads seamlessly integrated within an episode, designed to avoid the skip button 30 Seconds Max Format: MP4. MOV (1080p Minimum) Aspect Ratio: 16:9 Poster				
Powerspot (Guaranteed 5 Min)	a five-minute segment where hosts discuss and endorse a product or service during peak engagement moments, offering a high-impact advertising opportunity 5 Min Guaranteed Word document with a brief of discussion points and objectives (maximum 5 bullet points for discussion points)				
Squeeze Back	An L-shaped graphical overlay that compresses the main video content into a smaller frame on the top right, creating space for promotional messaging or branding graphics to appear alongside the live feed 12 Seconds Format: JPEG, MP4 or .mov Aspect Ratio: L-shaped ad - Left and Bottom (LxB) 1920x1080px				
Product Placement (Half Show)	Integrate your product naturally into the content, allowing viewers to see it in action and enhancing brand familiarity				
Product Placement (Full Show)	Integrate your product naturally into the content, allowing viewers to see it in action and enhancing brand familiarity				
Pop Up Banner	Eye-catching banners that appear at the bottom of the screen during video content, promoting your brand without disrupting the viewing experience 12 Seconds Format: PNG, JPEG for images; MP4 for animated banners Aspect Ratio: (LxB) 1920px - 121px	Flat Rate - Please speak to your Mediamark Digital Representative for custom proposal	Flat Rate - Please speak to your Mediamark Digital Representative for custom proposal	Flat Rate - Please speak to your Mediamark Digital Representative for custom proposal	Flat Rate - Please speak to your Mediamark Digital Representative for custom proposal
Description / Link On Episode	A website link is included in the episode description below the video on YouTube to drive traffic to a website, app, or platform Format: Word document with link and subheading				
Show Appearance / Brand Segment (Guaranteed >10 Min)	Feature your brand or spokesperson in an episode of the show, providing an authentic and engaging way to connect with the audience 10 Minute Slot Format: Word Document with brief of discussion points and objective				
Bespoke Skit					
Outside Broadcasts					
Social Media Main Feed	Engage your audience with short, impactful stories on social media platforms like Instagram, Facebook, and Tik Tok. Perfect for quick updates, promotions, and promotional content 15 to 30 seconds Format: JPEG, MP4, MOV				
Social Media Stories Feed	Engage your audience with short, impactful stories on social media platforms like Instagram, Facebook, and Tik Tok. Perfect for quick updates, promotions, and promotional content 15 to 30 seconds Format: JPEG, MP4, MOV				
Audio Live Read	The host reads a commercial or promotional message directly to the audience. The live read is accompanied by an engaging promotional graphic from the brand, sometimes 30 - 60 Seconds featuring subtle animations that showcase calls to action.				

Targeting and Tools

TARGETING AND TOOLS	DEFINITION	ADD TO CPM
Shake Me	ShakeMe™ is a motion-activated and interactive audio ad format that invites listeners to shake their phones or smartwatches to complete a desired action, such as downloading a coupon, placing a call, or opening a web link. Because we so often listen to audio while exercising, working, commuting, or cooking, we can't always stop and pick up our phones to visit a brand's website. With ShakeMe™, listeners can interact directly with the ad without unlocking their phone or even looking at their screens – providing immediate measurement of a conversion.	15%
Digital Attribution Tracking	AudioPixel is a digital tracking pixel that enables advertisers to measure the success of their ad campaigns by matching the users who heard the ads to the users who subsequently performed a certain action – like visiting a website, making a purchase, or downloading an app. AudioPixel was designed specifically for “audio first” campaigns and can help advertisers make data-driven decisions on audience targeting, delivery frequency, creatives, and more. Optimize on the fly	R40 CPM
Audio Targeting Filters available:	Age, gender, HHI, Children, Occupation, Geotargeting	10%
Microsoft BT Segments	Microsoft behavioural targeting	10%
WMX Targeting Upcharge	This is the additional rate added to the CPM when including a level of targeting such as device, demo, audience segment, content language etc. This charge applies to each of the additional targeting layers applied.	R16,45

Terms and Conditions

1. THE PARTIES

1.1 The parties to this agreement Mediamark and the party whose details are fully set out on the Insertion Order as part of this agreement hereinafter referred to as the “Advertiser”.

1.2 The Advertiser hereby acknowledges and agrees that the Advertiser will be responsible to fulfil or procure fulfilment of all its obligations as set out in this agreement and that the Advertiser will ultimately be liable to Mediamark for fulfilment of all its obligations under this agreement.

1.3 Annexures, addendums or schedules to this agreement form an integral part hereof. If any provision in an annexure, addendum, or schedule conflict with a provision(s) in this agreement, effect shall be given to the other provision(s) in this agreement.

2. DEFINITIONS

2.1 For the sake of convenience and clarity, the following words shall bear the meanings assigned to them below:

2.1.1 “Advertisement(s)” means any text, graphics, image, content or any other marketing or promotional material provided by the Advertiser to Mediamark for placement within Mediamarks’ digital properties as set out on the first page.

2.1.2 “Campaign(s)” means all the advertisements that shall be placed within Mediamarks’ web properties in accordance with the details set out in this agreement collectively.

2.1.3 “Insertion Order” means the document headed “Online Advertising Agreement” and/or “IO” stipulates the details of the Advertiser and the placement of the advertisements.

2.1.4 “This agreement” means the first page, all additional numbered pages, the terms, and conditions set out herein and any annexure, schedule or addendum attached hereto.

2.1.4 “This agreement” means the first page, all additional numbered pages, the terms, and conditions set out herein and any annexure, schedule or addendum attached hereto.

3. PLACEMENT OF ADVERTISEMENTS

3.1 Material, image and/or content, required by Mediamark to give effect to this agreement, needs to be supplied to Mediamark, in such format as Mediamark may specify, at least 3 (three) working days prior to the campaign commencing. Mediamark shall not be obliged to place any advertisement that does not satisfy its technical requirements with regards to advertising creative dimensions, le type and le size.

3.2 Mediamark will provide Advertiser with reports on advertisements placed within Mediamarks’ digital properties as per Auto Campaign Frequency Reporting field specified on Insertion Order.

3.3 The placing of advertisements is subject to availability of inventory. Whilst every effort will be made to serve all advertisements as indicated in this agreement, strict compliance will not always be possible and Mediamark cannot be held liable for any advertisements not placed as set out in this agreement and/or any changes in the placement of advertisements.

3.4 Mediamark reserves the right to:

3.4.1 Serve any advertising on Mediamarks’ digital properties, including (without being limited to) advertising relating to competing products and/or services.

3.4.2 Change the format, layout and/or look-and-feel of Mediamarks’ digital properties.

3.4.3 Include any link in the web pages within Mediamarks’ web properties that Mediamark, in its sole discretion, deems appropriate.

3.4.4 Reject any advertisement that is improper, immoral, or unlawful. The client will be duly informed of such decision and allowed 48 hours to rectify the advertisement, failing which the client will remain liable for the total campaign value whilst Mediamark. will not be liable to serve any advertising on such campaign until the rectified material has been received.

3.4.5 Reject any campaigns and/or advertisements that are not appropriate to Mediamark’s viewers, or in conflict with Mediamarks’ business interests. The client will be duly informed of such decision and the applicable campaign will be cancelled with immediate effect with no obligations to the client or Mediamark.

3.5 All bookings are subject to availability on receipt of a signed Insertion Order (IO).

3.6 All bookings are subject to approval by the individual media owners.

3.7 IO’s together with all relevant creative/material must be received no less than three (3) days before campaign starts.

3.8 If Creative/material is not supplied in the stipulated three (3) day deadline the campaign will be charged for in full.

3.9 In cases where campaign placements are being shifted from one site to another, a signed amendment document must be submitted.

3.10 Rates are nett and exclude all negotiated discounts and incentives.

3.11 Please note that impressions are booked on a daily basis, therefore your invoice will reflect the billing per day, for the current month only.

3.12 All campaigns shall be monitored, reported on and invoiced based on Mediamark’s inventory management system.

4. DURATION & CANCELLATION

4.1 This agreement shall come into effect on the date when it is counter signed by an authorized representative of Mediamark (“the effective date”) and shall endure until the end date set out on the Insertion Order (unless otherwise agreed in writing), subject to the right of either party to terminate the agreement by means of twenty-eight (28) days prior written notice to such effect to the other party.

4.2 In the event of termination of this agreement for any reason whatsoever, Mediamark shall forthwith remove all advertisements that may appear on Mediamarks’ digital properties in terms of this agreement.

4.3 Cancellation by the Advertiser will only be affected through the submission of a written cancellation notice, which must reach Mediamark twenty-eight (28) days before the effective date of cancellation. The Advertiser shall remain liable for all advertisements placed until the effective date of cancellation. Should the Advertiser insist on a waiver of the cancellation notice period, i.e., immediate cancellation of the campaign, Mediamark will be entitled to hundred percent (100%) of the originally booked campaign value, i.e., the full Online Advertising Agreement value will be payable.

5. CONSIDERATION

5.1 In consideration for the advertisements served in terms of this agreement, the Advertiser will pay Mediamark the amounts set out in this agreement.

5.2 Mediamark shall provide the Advertiser with a monthly VAT invoice. The amounts set out in the VAT invoice will be payable within the agreed payment period.

5.3 Mediamark shall be entitled to give the Advertiser reasonable written notice which may include an e-mail notification of any increase in any amount set out in this agreement.

5.4 Should the Advertiser fail to pay any amount to Mediamark by due date, Mediamark shall be entitled, in its discretion and without prejudice to any other rights which it may have in law, forthwith cancel this agreement, or suspend performance of its obligations without notice to the Advertiser.

6. INTELLECTUAL PROPERTY RIGHTS

6.1 The Advertiser hereby grant to Mediamark a worldwide, royalty free license to use the advertisement, Advertiser name, trademark, logo, brand name and/or domain name to the extent necessary to give effect to the provisions of this agreement.

6.2 The Advertiser hereby warrant that the Advertiser is, and at all relevant times will be, the lawful owner of the copyright of the advertisement and all the material and content provided by the Advertiser to the Web for the purposes hereof and hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless against any claim made by any person, howsoever arising from any infringement of copyright and/or infringement of any other intellectual property rights or other third party rights by the advertisements and/or any other material provided by the Advertiser to Mediamark.

6.3 The parties agree that, except where specifically provided otherwise in this agreement, no party shall obtain any rights of whatsoever nature in or to the intellectual property rights of the other party and that any intellectual property rights developed during the term of this agreement by Mediamark or by the parties acting jointly, shall vest exclusively in Mediamark.

6.4 The Advertiser will not be entitled to use any of Mediamark trademarks, logos, brand names, domain names or other marks without Mediamark's prior written approval.

7. LIMITATION OF LIABILITY

7.1 The Advertiser acknowledge that neither Mediamark nor its respective Publishers has no knowledge of, nor in any way contributes to, nor approves the advertisement and/or any other content provided to Mediamark or its respective Publishers in terms of this agreement and that certain kinds of advertisements, content and conduct may be offensive, unlawful,

in breach of codes of conduct binding on Mediamark, violations of legislation, violations of the common law generally or violations of the requirements or rules of any regulatory authority

and that certain kinds of advertisements, content and conduct may cause harm to the name, goodwill and reputation of Mediamark or its respective Publishers. The Advertiser therefore agrees that Mediamark or its respective Publishers may, without derogating from any other rights that it may have, terminate this agreement

with immediate effect and without notice to the Advertiser, should Mediamark or its respective Publishers, in their sole discretion, be of the opinion that the Advertisers' advertisement and/or any of the content accessible via link from the advertisement or any conduct within the website accessible via a link from the advertisement is offensive, unlawful or harmful.

7.2 The Advertiser agrees that nothing that Mediamark does in the exercising of its rights or the performance of its obligations in terms of this agreement or in the carrying on of its business generally shall be construed as an assumption of responsibility or liability by Mediamark for the advertisement and/or the content accessible via a link from the advertisement and/or the conduct carried on the website accessible via a link from the advertisement.

7.3 The Advertiser hereby warrant to and in favour of Mediamark that the performance by Mediamark of its obligations under this agreement will not result in the breach of any applicable law or any third party rights and the Advertiser hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless from and against any loss, costs, damages and/or claims suffered or incurred by or instituted against Mediamark as a result of a breach of this warranty.

7.4 Nothing herein or that Mediamark does in performance of its obligations in terms hereof, shall be interpreted to give Advertiser any form of entitlement in respect of Mediamark's web properties, other than as provided for herein.

7.5 Notwithstanding any other provision under this agreement, neither party shall be liable to the other party for any indirect and/or consequential damages directly or indirectly resulting from (relating to) this agreement in any manner whatsoever.

8. CONFIDENTIALITY

Notwithstanding termination of this agreement, the parties agree to treat all information, in whatever form and howsoever recorded, that may reasonably be argued to have commercial value and that a party receives from the other party as a result of this agreement ("confidential information"), as private and confidential and safeguard it accordingly. The parties furthermore agree not to use or disclose or divulge or copy or reproduce or publish or circulate or reverse engineer and/or decompile or otherwise transfer, whether directly or indirectly, any confidential information to any other person and shall take all such steps as may be reasonably required to prevent confidential information falling into the hands of unauthorised persons.