



# RATE CARD

[www.zanews.co.za](http://www.zanews.co.za)



## DESCRIPTION

Financial Mail 2010 AdFocus Newsmaker of the Year | Silver + Bronze Pixels 2011 Bookmarks | Best Video Blog 2010 SA Blog Awards | Best Music Video Nominee 2010 SAMA | Best Design 2010 Handspring Awards

ZANews is a satirical web+tv show featuring some great latex puppets that make us laugh (and cringe, but mostly laugh) at ourselves, our leaders and the world at large.

ZANews keeps an ear to the ground, bringing its audience a mix of the latest and most controversial current events in a witty and unorthodox way – parodying the formulaic style of media broadcasting in order to remind people that it is possible to engage humorously with societal issues that can often be a source of tension and frustration.

That is the secret to the ongoing ZANews success story – we laugh at everything (and everyone) so that the world is a happier place everyday.

*The funniest thing I've seen in a long long time!*  
Channel24.co.za

## FACTS

SA's favourite, most talked about video website

- 2.5 million video views (incl. 1.7mil on YouTube)
- 180 000 monthly Page Views
- 30 000 monthly Unique Users
- Avg. time on site: 5'38
- Email database: 5 000 subs
- 34 700 Facebook fans
- #1 podcast in SA, over 100,000 downloads since Sept.



## BROWSER PROFILE:

Loyal, highly engaged, young and active viewers

- 59% Male
- 80% are 18 and older,
- 55% are 24 – 44
- 81% live in a city
- 80% are employed
- 78% live in SA
- 92% love SA!



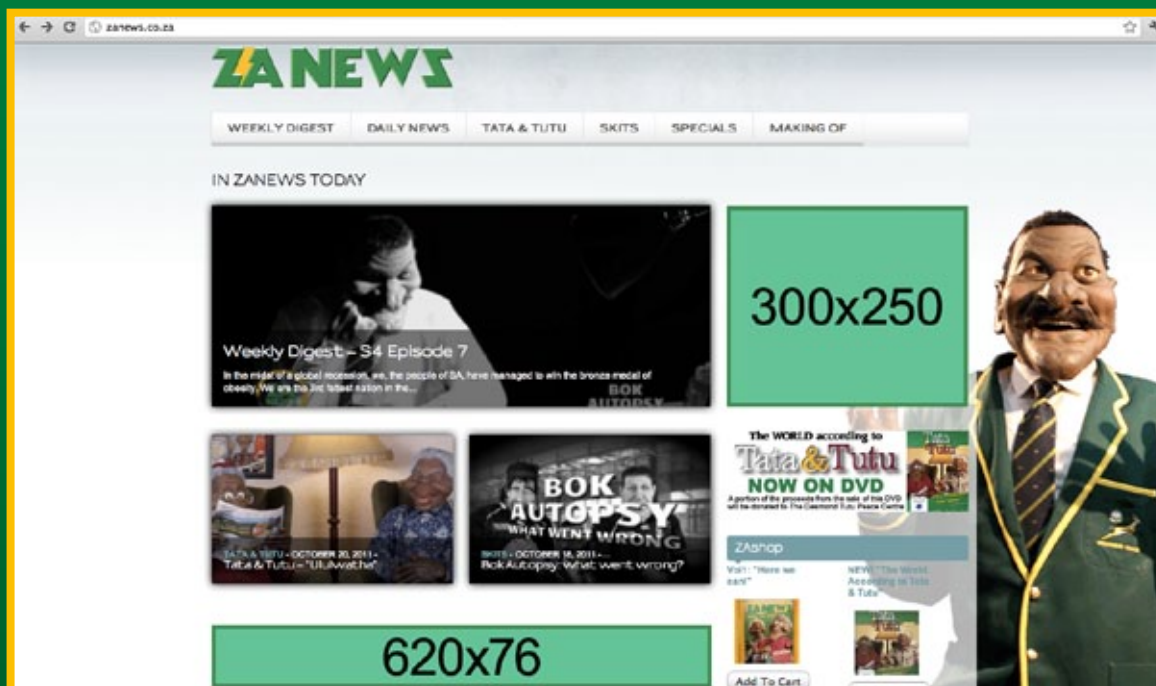
# LET'S GET IT ON!

## OPPORTUNITIES

We upload 8-10 videos a week which adds up to roughly an hour worth of content weekly. Advertisers can choose from regular banner advertising to permanent exposure through pre-roll video ads, wallpapers, peelbacks or newsletters. Most rich media can be accommodated and sponsorship packages can be constructed on an ad hoc basis.

### Standard Ads:

Placement	Ad Dimension	File Size	Cost
Adbox above the fold	300x250	40KB	R 350
Adbox below the fold	300x250	40KB	R 200
Leaderboard banner	620x76	30KB	R 320
ROS Skin/Wallpaper	Small, Med and Large screen resolutions to be supplied each with blank centre for website content. Dimensions TBC	100KB	R2 500 per day
ROS Peelback	180x90 expanding to 750x500 together with 300x250	100KB	R2 500 per day
Mailer Adbox (5 000 subscribers sent weekly on Fridays)	300x250 gif/jpeg	30KB	R2 000 per send



### Video Pre-roll Ads

Placement	Ad Dimension	File Size	Estimate video views per week	Min Weekly Spend	Max Weekly Spend
Pre-roll video ads (10 sec video ad with click through)	720p (1280x720, 16:9), 24fps	1.5MB	30 000	R10 000 (1 in 3 SOV)	R30 000 (100% SOV)

## Contact

Encierro Digital Market is the appointed Sales House for the ZANEWS website. For all advertising enquiries and any further information please contact Greg Mason at Encierro Digital Marketing:

