



2019

RATECARD

financialmail

tiso blackstar
group.

TISO BLACKSTAR DIGITAL - BUSINESS DAY

DISPLAY RATES

	CPM
1. RUN OF SITE / All sizes (728x90, 300x250, 300x600)	R 150.00
2. RUN OF SITE / High Impact (Billboard 1000x250, 300x600)	R 180.00
3. RUN OF SITE / Video Pre-Roll	R 230.00

ADDITIONAL COST FOR LAYERING:

+ Geo targeting (we target ZA national by default)

+ Vertical targeting# (eg. Lifestyle sections)

+ Section specific

+ Viewability targeting

+ Audience targeting

#Business

Lifestyle

Entertainment

Sport

News

Motoring

24 HOUR SPONSORSHIP RATE (HPTO) DESKTOP & MOBILE:

BUSINESSLIVE

	RATE
35,000 impressions	R20,000

FINANCIAL MAIL

3,200 impressions	R2,000
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Other sites, ad units & section takeovers: Price on Application

FOR MORE INFO PLEASE EMAIL
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