



2010

## Online Advertising Rates

Cape Media Corporation, Cape Media House, 28 Main Road, Rondebosch,  
Cape Town 7700  
Tel (021) 681 7000 . Fax (021) 685 4202 . Email: info@capemedia.co.za  
Web: www.capemedia.co.za

Leadership Intelligence Bulletin is e-mailed to a well established contingent of more than 40 000 subscribers - all leaders and opinion formers in their respective sectors, are longterm supporters of our niche print titles and active participants at our prestigious conferences and events.

The bulletin supplies strategic information and contextualized news to enhance decision-making and is a unique and imperative read for leaders in business across major sectors.

Leadership Online Bulletin gives advertisers the opportunity to forge an intimate interactive relationship with their clients in order to create brand interaction and, most importantly, loyalty and commitment.

The articles on the Leadership Online Bulletin currently connect to the websites of our top titles: Leadership, Black Business Quarterly, Opportunity, Blue Chip, Road Ahead, Explore, Ship Year, Project Manager SA, Energy Forecast, HIV&AIDS, Achiever and Service Publication. These titles are read by and sent to:

- Business and political leaders
- Government ministers
- All SA embassies abroad
- ALL CEOs of 380 JSE-listed companies
- Chambers of Commerce nationwide
- Tertiary education institutions
- Selected local newsagents.

Advertising opportunities include:

- An ad campaign on the weekly bulletin;
- An ad campaign on one of the article landing pages of the above websites;
- A button ad on the weekly bulletin with links to a business profile page on one of the above or all mentioned websites;
- A multimedia campaign consisting of print and online content.





# 2010 Online Advertising Rates

Cape Media Corporation, Cape Media House, 28 Main Road, Rondebosch,  
Cape Town 7700  
Tel (021) 681 7000 . Fax (021) 685 4202 . Email: info@capemedia.co.za  
Web: www.capemedia.co.za

## Leadership Intelligence Bulletin - Weekly Mailing - Per Week Rates

Size	Casual	2-4 Weeks	5 - 8 Weeks	9 Weeks +
<b>Mega Banner</b>	SAR 3 000	SAR2 775	SAR2 475	SAR2 250
<b>Skyscraper</b>	SAR 2 700	SAR 2 495	SAR 2 225	SAR 2 025
<b>Square</b>	SAR 2 100	SAR 1 940	SAR 1 730	SAR 1 575
<b>Sponsored Article</b>	SAR 3 000	SAR 2 775	SAR 1 730	SAR 1 575 *
<b>Island</b>	SAR 1 800	SAR 1 665	SAR 1 485	SAR 1 350
Footer	SAR 1 300	SAR 1 150	SAR 1 000	SAR 850

## Landing Page for Articles on Websites

<b>Top Banner</b>	SAR 2 400	SAR 2220	SAR 1 980	SAR 1800
<b>Skyscraper</b>	SAR 2 160	SAR 1 995	SAR 1 780	SAR 1 620
<b>Island</b>	SAR 1 800	SAR 1 665	SAR 1 485	SAR 1 350
<b>Button</b>	SAR 1 000	SAR 929	SAR 825	SAR 750
<b>Footer</b>	SAR 1 000	SAR 925	SAR 825	SAR 750

## Leadership Home Page

<b>Mega Banner</b>	SAR 2 500	SAR 2 310	SAR 2 060	SAR 1 875
<b>Skyscraper</b>	SAR 2 200	SAR 2 035	SAR 1 815	SAR 1 650
<b>Island</b>	SAR 1 800	SAR 1 665	SAR 1 485	SAR 1 350
<b>Square</b>	SAR 1 300	SAR 1 150	SAR 1 000	SAR 8 50
<b>Footer</b>	SAR 1 200	SAR 1 110	SAR 825	SAR 750

## Business Profile on Website - Per Month: SAR 5 000

*\*note: fresh article must be supplied on a weekly basis*

## Home Page on Magazine Websites - Excluding Leadership - Per Month Rate

Size	Casual	2 - 3 Months	4 - 6 Months	7 Months +
<b>Top Banner</b>	SAR 4 000	SAR 3 500	SAR 3 000	SAR 2 500
<b>Skyscraper</b>	SAR 3 000	SAR 2 500	SAR 2 000	SAR 1 500
<b>Island</b>	SAR 2 500	SAR 2 000	SAR 1 500	SAR 1 000
<b>Square</b>	SAR 2 000	SAR 1 500	SAR 1 000	SAR 750



**Mega Banner**

Image at the top of the bulletin with a link to clients website, unless business profile is bought. Then advert will link to the profile. During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.

**Specifications:**

Formats: .jpg, .jpeg  
Size: 728 X 90

**Skyscraper**

Image displayed to the right of the bulletin with a link to clients website, unless business profile is bought. Then advert will link to the profile. During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.

**Specifications:**

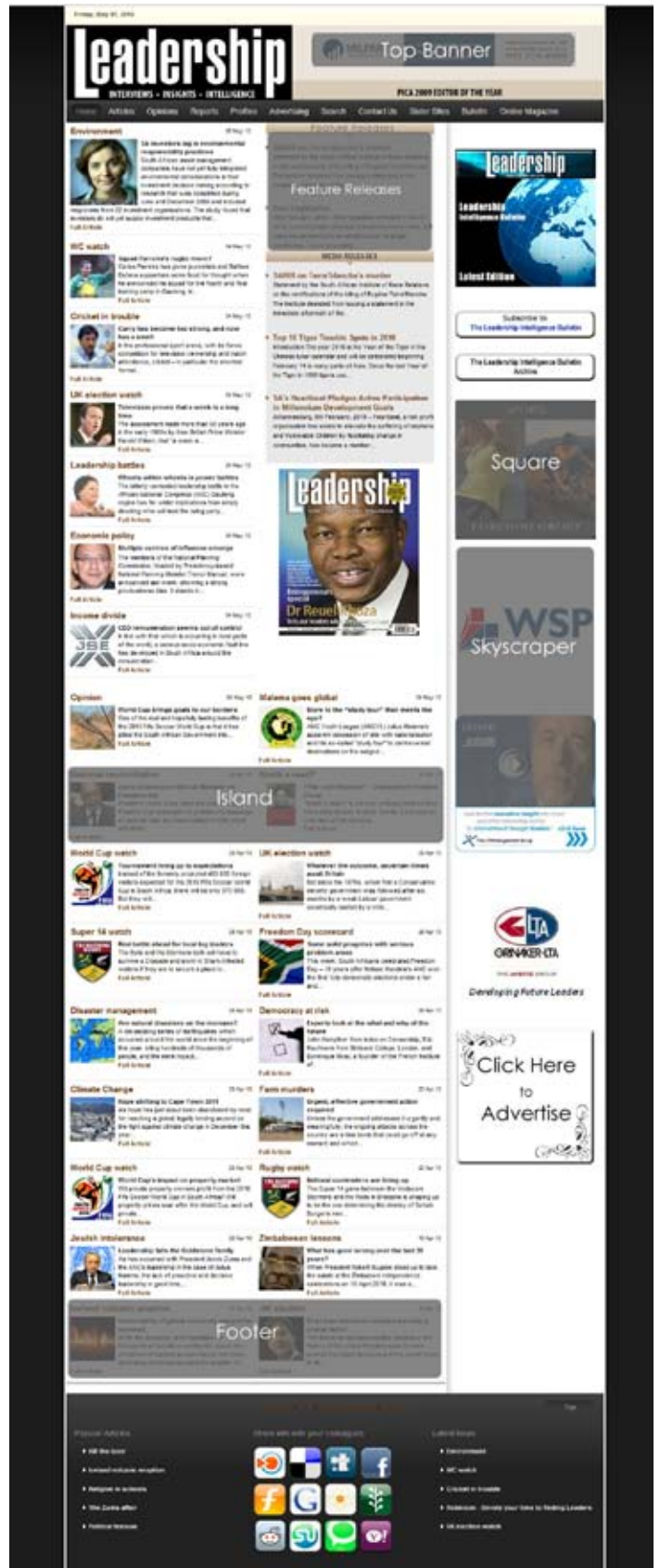
Formats: .jpg, .jpeg  
Size: 250X600

**Island**

Image displayed between articles at roughly the middle point with a link to clients website, unless business profile is bought. Then advert will link to the profile. During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.

**Specifications:**

Formats: .jpg, .jpeg  
Size: 670X 150



**Square:**

Image displayed to the right of the bulletin with a link to clients website, unless business profile is bought. Then advert will link to the profile. During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.

**Specifications:**

Formats: .jpg, .jpeg  
Size: 250X250

**Footer**

Image displayed between articles at end of Bulletin with a link to clients website, unless business profile is bought. Then advert will link to the profile. During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.

**Specifications:**

Formats: .jpg, .jpeg  
Size: 670X 150  
Extra's

**Sponsored Articles:**

To be displayed above Media Releases. This are clients that have paid for extra value for their media releases. They will be displayed above the media releases. Unlike the media releases which is just the title, which links to the release, sponsored releases will include an image and intro text, similiar to an article. Should contain a heading above this section to indicate to readers that these are paying advertisers. For this, the client will pay a cost above their current advertising cost.

**Media Releases:**

During advertising period, client is allowed to submit press releases which will be reviewed to determine relevancy to readers. If approved, media releases will be displayed on site and on bulletin at the bottom. Media release display will be only title, which will link to the media release on the website.



## The Websites:

### Leadership Magazine

Leadership magazine is aimed at dynamic middle and senior business managers and Directors, entrepreneurs, an influential political class and those who aspire to leadership roles, across all sectors of the economy.  
[www.leadershiponline.co.za](http://www.leadershiponline.co.za)

### Leadership Intelligence Bulletin

Leadership bulletin is e-mailed to a well established contingent of 48 000 subscribers - all of whom are longterm supporters of our niche print titles and active participants at our prestigious conferences and events.

### Achiever

Achiever is South Africa's leading content provider on education, training and skills development for Industry.  
[www.achieveronline.co.za](http://www.achieveronline.co.za)

### BBQ

Leaders in celebrating the journeys and achievements of Black Business Black Business Quarterly (BBQ) is South Africa's premier journal for black business leaders.  
[www.bbqonline.co.za](http://www.bbqonline.co.za)

### Blue Chip

Blue Chip is first and foremost a journal aimed at informing and empowering South African professionals involved in wealth management.  
[www.bluechipjournal.co.za](http://www.bluechipjournal.co.za)

### Energy Forecast

With all forms of energy now crucial to the future economic, political and social futures of every country in the world – especially Africa – Energy Forecast provides a comprehensive coverage of exploration, development and innovation every quarter.  
[www.energyforecastonline.co.za](http://www.energyforecastonline.co.za)

### Explore

SAPPI Pica Award winning Explore South Africa magazine showcases Southern African tourism products and services for the international tourism trade and offers you direct exposure to up market business- and leisure travelers and foreign investors traveling in and out of South Africa.  
[www.exploreonline.co.za](http://www.exploreonline.co.za)

The screenshot displays the Leadership Intelligence Bulletin website. At the top is a 'Mega Banner' with the title 'Leadership INTELLIGENCE BULLETIN'. Below the banner is a main article titled 'Economic policy' with a sub-headline 'Malaria control is inflation engine'. To the right of the main article is a vertical sidebar containing several widgets: 'Square', 'ENERGY', 'BBQ AWARDS', 'MOBILE BUSINESS DIRECTORY LISTING', and 'Anywhere Anytime'. Below the main article, there are several smaller article teasers with titles like 'Malema goes global', 'Income divide', 'Slowing trade', 'Opinion', 'Leadership battles', 'Island', 'Cricket in trouble', 'WC watch', 'UK election watch', and 'Leadership development - Issue 22'. At the bottom of the page, there are sections for 'Sponsored Article/Release', 'Media Releases', and a 'Footer Banner'.



## HIV/Aids

HIV/AIDS has decimated millions of lives and has destroyed the social and economic fabric of the global community.

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

---

## Opportunity

Established in 2002 in conjunction with the World Summit on Sustainable Development which was held between 1- 4 September, Opportunity is a business-to-business publication that explores the various business opportunities in all economic sectors within Southern Africa.

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

---

## The Project Manager

The Project Manager serves South Africa's growing project management community, as represented in the construction, architecture, computer networking, telecommunications, software development, design, production, service and other industries.

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

---

## Road Ahead

Road Ahead has been providing insightful content to business decision-makers and procurers within the transport sector for the past ten years and has developed a loyal readership in that time. Road Ahead highlights the issues, opportunities, challenges and solutions that affect these readers directly as well as examining the ever-changing technological environment facing decision-makers in this dynamic industry. Informative, unbiased and independent editorial is the hallmark of Road Ahead.

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

---

## Service

Service: Leadership in Local Government, with its focus on the local government sector, provides an important bridge between the private and public sectors. It is also an important communication channel between various departments and institutions.

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

---

## Ship Year

Ship Year focus on the latest in developments, products and innovations across the full spectrum of the shipping and related industries. Features include subjects like fuels, training and education, filters, tracking, maintenance, health and safety, environmental issues, insurance, logistics, new technologies, marine service, drydocking, marine law, and many more.

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

---

