

Creative Element	Pixels	CPM Rate
Desktop Leaderboard	728 x 90	R290.00
Desktop Half Page	300 x 600	R375.00
Desktop Medium Rectangle	300 x 250	R320.00
Desktop Billboard	950 x 31; Expanding to 950 x 250	R500.00
Mobile Top Banner	320 x 50	R100.00
Mobile Billboard	300 x 250	R320.00
Mobile App Top Banner	220 x 40, 320 x 50	R150.00
Mobile App Billboard	300 x 250	R320.00
Tablet App Leaderboard	728 x 90	R335.00
Table App Halfpage	300 x 600	R335.00
Tablet App Medium Rectangle	300 x 250	R335.00
Desktop Homepage Takeover	1280 x 800; 728 x 90; 300 x 600; 300 x 250	POR
Section Takeover	All banners + background skin (728 x 90; 300 x 600; 300 x 250; 320 x 50 + 1440 x 900)	POR
Desktop Homepage Takeover	1280 x 800; 728 x 90; 300 x 600; 300 x 250	POR
Mobile Homepage Takeover	300 x 50; 120 x 20	POR
Desktop Mobile Homepage Takeover	All available sizes	POR
Email Newsletter Medium Rectangle	Available on request, please contact Ads24	POR
Email Promo Mailers	Available on request, please contact Ads24	POR
Rich Media Options	Available on request, please contact Ads24	POR
Custom Solutions	Available on request, please contact Ads24	POR
Social Media	Available on request, please contact Ads24	POR
Content Opportunities	Available on request, please contact Ads24	POR
Desktop Retail Bar	12 products - 250 characters, URL, Pictures	POR