

Online Rate Card 2020

www.indepthtechnews.com

Online Advertising &
Virtual Press Offices

Indephtechnews.com

Be part of the Indephtechnews.com online community of tech revolutionaries, pioneers and innovators; that sums up our unique readership and viewers. Promote your products or services to over **86 400 monthly unique visitors**, growing month to month, generating more than **403 301 record all time viewers** to date. Indephtechnews.com is one of fastest growing tech news digital platforms in Africa, with a strong Pan-african agenda and global perspective.

Our focus is based on what makes technology work the **IOT** Internet of things, and how we can improve our lives with technology. Indephtechnews.com we have different strategies to drive your brand and business to a new market of readers that we have forged relationships with since our inception in late 2017. Our readers are unique and diverse representing the nature of our African landscape and a global tech revolution.

We can make your brand visible through a variety of strategic opportunities see below:

Advertising Rates - Banner Ads

AD TYPE	1 MONTHLY RATE	2 MONTHS RATE	CREATIVE SIZE
Superboard Banner	R 2 850	R 5 250	1200 x 250px
Leaderboard Banner	R 2 050	R 3 650	970 x 90px
Sidebar Banner Ad	R 1 800	R 2 200	600 x 300px
Sidebar Banner Ad	R 1200	R 1 950	300 x 350 px
Inline Article Banner	R 1 850	R 2 400	1200 x 250px
Wallpaper Banner Ad/Takeover	R 8 500	R 15 500	1280 x 960px

*We have strategic options that can be tailored to your brand or campaign***

Campaigns Rates-Banner Ads

AD TYPE	1 MONTHLY RATE	2 MONTHS RATE
Super Leaderboard + Inline Articles	R 3 650	R 5 850
Wall Paper Ad + Super Leaderboard	R 5 500	R 9 500
Full Campaign	R 14 250	R 18 250

A full campaign include : Leaderboard + wallpaper/takeover+ Inline Article banner and 3 press releases for duration of campaign. We can discuss tailored terms and condition due to the nature of service its unique by its nature.

Virtual press office & releases

Press Offices on Indephtechnews.com can be seen as corporate microsites and offer companies the opportunity to consolidate a branded digital collection of all company editorial coverage, press releases and advertorials on **Indephtechnews.com**

Press Offices include the featuring of company names of all participating companies in the main navigation of the site. Readers can access Press Offices either by clicking on a specific company's name in the navigation or may choose to view all available Press Offices by clicking on the 'All' button on the navigation.

1. Your press office will have the same look and feel as your primary website but will be hosted on indephtechnews.com
2. Press releases and thought leadership pieces are the most effective way to communicate to IT executives and decision makers.
3. Having a press office guarantees exposure on indephtechnews.com and creates credibility and awareness for your company.
4. This is the best way to communicate new products and solutions to a large audience of decision makers within the IT industry.
5. Press releases will be included in our daily newsletter to our subscribers, published on our home page and distributed within sections most relevant to your business guaranteed social media exposure.
6. our company logo will appear on our home page under companies in the news.
7. A press office makes you searchable on [indephtechnews](http://indephtechnews.com), google news, bing and yahoo news.

Press Office microsites rates and releases

OPTIONS	RELEASES	ANNUAL FEE
OPTION 1	12	R 4 650
OPTION 2	18	R 7 650
OPTION 3	24	R 12 650
OPTION 4	UNLIMITED	R 16 650

NB: Annual fee is calculated at 12 months. (E.g) August 2020 - August 2021



403 301
All time readers
& viewers



22 000
Weekly Readers
& views



82 000
Monthly Readers
& views



Unprecedented
growth



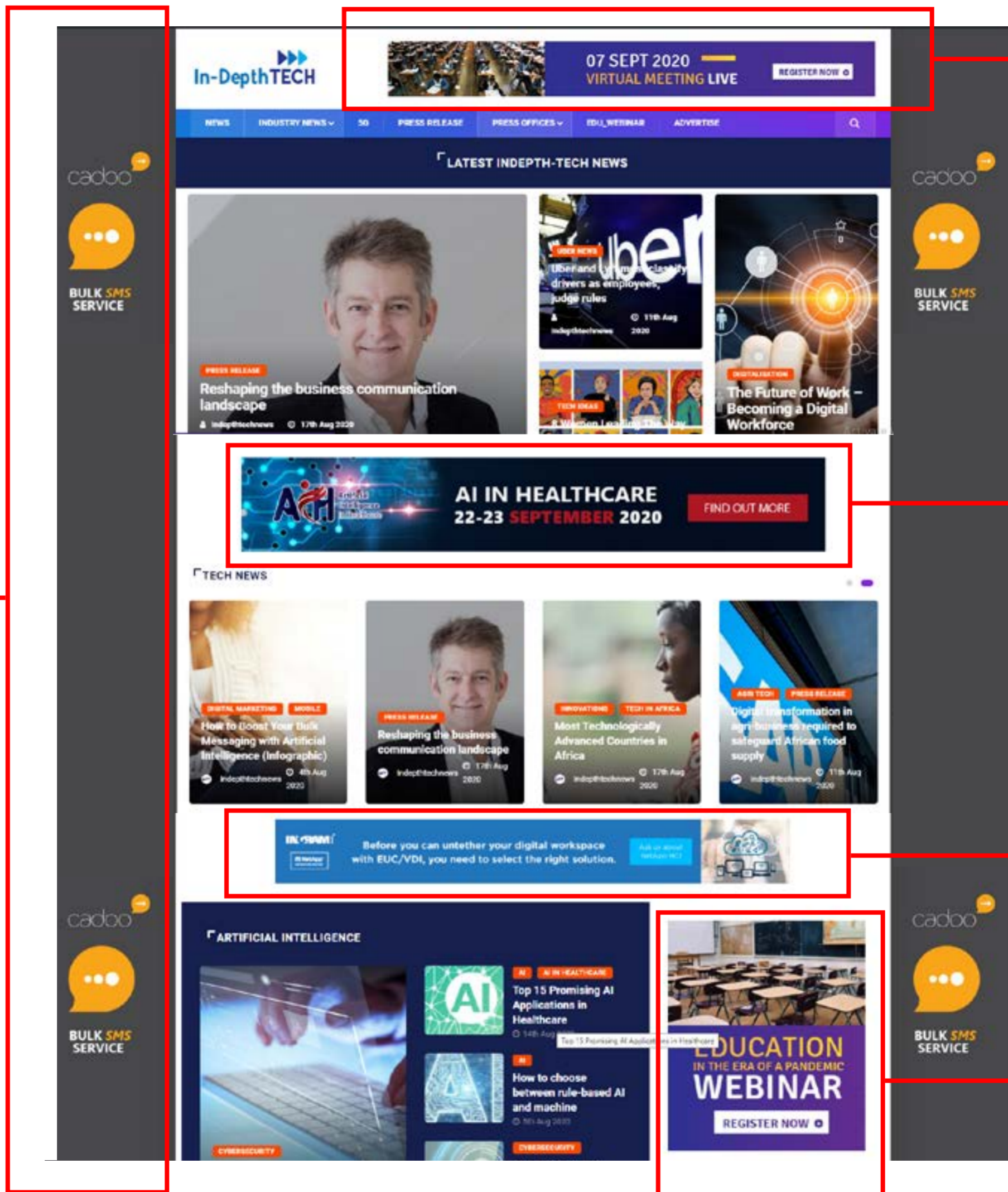
28% of our readers use
mobile 72% use desk-
top or laptops



66 % of our readers are
Male and 33% of our
readers are Female

73%

of our readers and professionals who interact with our website are from the ITC Industry with different sectors within the technology sphere.



Wallpaper/Takeover website Banner Ad 1200 X 250

Leaderboard Banner Ad 790 X 90

SUPERBOARD Banner Ad 1200 X 250

Inline Homepage Banner Ad 1200 X 250

SideBar Banner Ad 300 X 350

Terms and Conditions

1. All rates are quoted exclusive of VAT and agency commission.
2. Payment is due within 7 days of invoicing.
3. A cancellation fee of 20% will be charged on the outstanding order at the date of cancellation.
4. Press releases not used monthly are rolled over.
5. Indepthtechnews.com reserves the right to refuse the publication of any press releases if it is deemed to be untruthful or objectionable in subject matter or wording or unsuitable for any other reason.
6. Indepthtechnews.com does not check the factual correctness of press releases submitted by the client and therefore the Company indemnifies Indepthtechnews.com against claims arising from illegal and defamatory content.
7. The client indemnifies Indepthtechnews.com against losses arising from omissions, failure to publish, incorrect scheduling, publications of wrong copy, incorrect positioning or other attributions of the press office.
8. Indepthtechnews.com cannot guarantee that every story in the Company's press office will be published or featured in Google news or any other news aggregator or search engine.
9. This order shall contain the entire agreement between the parties. Indepthtechnews.com will only accept written instructions via e-mail for cancellations, press releases, copy changes or the like.
10. All releases must be sent to Sales@indepthtechnews.com