



Interactive Rate Card

WEBSITE (www.citigaming.co.za)

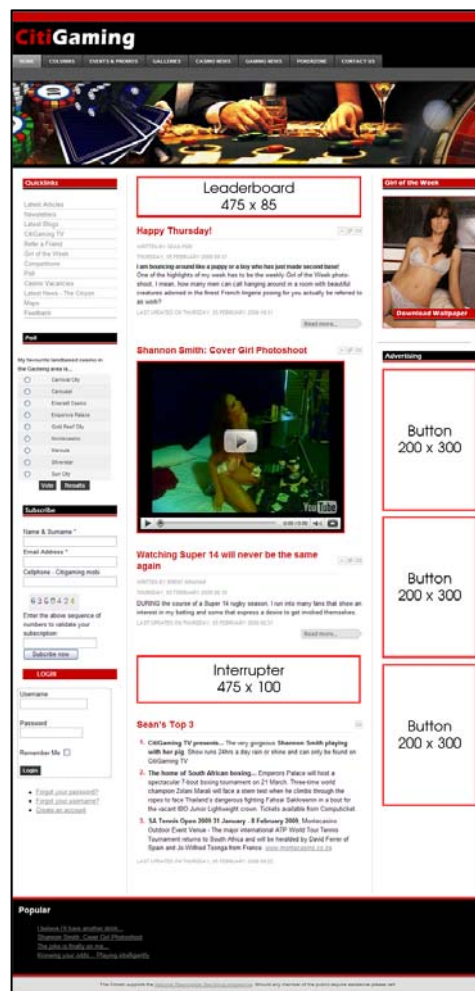
Type/Area	Dimensions	File Types	File Size	CPM**
Leaderboard (Site Top) x 1	475 x 85 pixels	GIF, SWF	20KB	R 350
Button (Site Right) x 3	200 x 300 pixels	GIF, SWF	10KB	R 250
Interrupter* x 1	475 x 100 pixels	GIF, SWF	39KB	R 250
* Rich-media ads accepted				
**CPM = Cost per 1000 impressions				

MAILER (weekly)

Type/Area	Dimensions	Image Size	File Types	Size	PSub*
Banner x 1	600 x 70 pixels		GIF, JPG	12KB	R 0.25c
Editorial x 3	250 Characters	200 x 350	GIF, JPG	15KB	R 0.30c
Sean's Top 3 x 3	50 Characters	100 x 100	GIF, JPG	15KB	R 0.25c
*PSub = Cost per subscriber					

Current recipient base: 15 000

(Please confirm actual number when booking)



Terms and Conditions

1. All rates reflected are CPM (cost per thousand impressions), exclude agency commission and exclude VAT.
2. A minimum order of 15 000 impressions is applicable.
3. The publishers (Digidea) have final approval rights of any ad material before and during placement.
4. All Digidea interactive rates exclude agency commission and VAT.



WEBSITE AND NEWSLETTER MONTHLY PACKAGE

Press office	A dedicated press off on the www.citigaming.co.za website
Events Calendar	Unlimited postings of all casino events and happenings in the events calendar
Gallery	One event gallery posted per month
Careers	Unlimited postings of all casino vacancies
Polls	One poll per month
Competitions	Advertisement and promotion of one competition per month on the www.citigaming.co.za website and in the CitiGaming Prive newsletter
Advertising	50 000 impressions across the www.citigaming.co.za website per month
Newsletter	A weekly insert into the CitiGaming Prive newsletter. This may be either a banner or Sean's Top 3

Total monthly package ex VAT R20 000 per month

WEBSITE PACKAGE

Press office	A dedicated press off on the www.citigaming.co.za website
Events Calendar	Unlimited postings of all casino events and happenings in the events calendar
Gallery	One event gallery posted per month
Careers	Unlimited postings of all casino vacancies
Polls	One poll per month
Competitions	Advertisement and promotion of one competition per month on the www.citigaming.co.za website and in the CitiGaming Prive newsletter
Advertising	50 000 impressions across the www.citigaming.co.za website per month

Total monthly package ex VAT R10 000 per month



VIRAL PACKAGE

Viral Engine	Development of viral engine for the capturing and monitoring of new campaign subscribers
Campaign development	Design and development of dedicated mailer and campaign
Database	75 000 targeted subscribers all of whom have requested to receive information from casinos
Reporting	Detailed report of campaign success and delivery

Total package ex VAT R35 000 per campaign