

Online Rate Card

- All rates quoted are 'per advert' and exclude VAT or production charges.
- Refer to the discount structure for multiple bookings.
- Please take note of advert material requirements at the end of the rate card.

Email Newsletters

Adverts are booked per week and flighted from a Friday to the following Thursday - including run of site exposure on the website

Newsletter	Mega Banner	Banner	Island	Tower	Sponsored Post	Guaranteed Impressions
Daily	7 000	5 900	7 800	5 900	4 900	30 000
Product Portal	3 000	2 700	3 000	2 700	2 500	10 000
Weekly Insight*	5 300	4 200	5 000	4 200	2 200	15 000

* Available Insight newsletters: Construction; Coal; Energy

Main Pages

Adverts are booked per week and flighted from a Friday to the following Thursday - including run of site exposure

Page	Mega Banner	Banner	Island	Skyscraper	Tower	Sponsored Post	In-Article Banner	Guaranteed Impressions
Home Page	6 100	5 600	7 200	7 600	5 600	4 900	–	25 000
Latest News	6 100	5 600	7 200	7 600	5 600	4 900	–	25 000
Article Page	6 100**	5 600**	-	7 600	5 600	–	5 600	25 000
Search Results	6 100	5 600	5 800	6 500	4 300	–	–	15 000
Weekly Features	5 000	3 300	4 700	5 500	3 300	3 900	–	10 000
Weekly Feature and Newsletter Logo	8 100	6 400	7 800	8 500	6 400	7 000	–	10 000
Magazine	5 300	3 700	–	4 800	3 700	–	–	10 000
What's On*	5 300	3 700	–	4 800	3 700	–	–	10 000
Jobs*	5 300	3 700	–	–	3 700	–	–	10 000
Video Reports	5 300	3 700	4 900	4 800	3 700	3 900	–	10 000
**Wide Advert	Constant exposure on all pages of the website (large screens), with a tower advert appearing run of site too.						6 900	

* Listing options available. Refer to separate section on rate card.

** These placements are shared 50:50 with another advert

Mobile

Adverts are booked per week and flighted from a Friday to the following Thursday - including run of site exposure on the desktop site

Newsletter	Banner	In-Article Banner	Guaranteed Impressions
Mobi Site	2 500	3 600	15 000
iPhone	2 500	3 600	10 000
Android	2 500	3 600	10 000

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Sector News Bookings

Long-term exposure. Six- or 12-month campaigns have the first right to renew the placement for another term.
Guaranteed impressions: 250 000 per year

Advert Size	Dimensions (width x height)	1 Month	3 Months	6 Months	12 Months
Sector Sponsorship	Company Logo and two banner adverts on sector page of choice			20 000	35 300
Mega Banner	728 x 90 pixels	2 700	7 700	14 600	20 200
Banner	468 x 60 pixels	2 300	6 400	12 700	16 300
Skyscraper	120 x 600 pixels	3 500	9 900	19 000	23 900
Island	300 x 250 pixels	2 600	7 200	13 700	18 300
Tower	120 x 360 pixels	2 300	6 400	12 700	16 300
Sponsored Post	Article	2 700	7 700	14 600	20 200
Mobi Site Banner	640 x 160 pixels	-	-	8 200	12 400

Available sectors

Engineering News: Agriculture; Automotive; Chemicals; Construction; Defence; Economy; Electricity; Energy; Environment; Manufacturing; Metals; Mining; Renewable Energy; Technology & Communications; Trade; Transport & Logistics; Water

Services: Architecture; Business Process Outsourcing; Consulting Engineers; Corrosion Control; Education; Financial; Legal; Maintenance; Materials Handling; Quality Assurance; Quantity Surveyors

Manufacturing: Capital Equipment; Chemicals; Clothing & Textiles; Food & Beverage; Foundries; Furniture & Wood Products; Hydraulics; Industrial Filters; Instrumentation & Control; Metals; Paper, Plastics & Packaging; Pipes & Tubes; Pumps; Rubber; Valves; Welding & Cutting

Mining Weekly: Base Metals; Coal; CSR; Diamonds; Diversified Miners; Environmental; Exploration; Ferrous Metals; Gold; Health & Safety; Hydrogen; Legislative Environment; Health & Safety; Oil & Gas; Platinum Group Metals; Potash; Project Management; Silver; Uranium

Mining Services: Consulting Engineers; Contract Mining; Crushing & Screening; Drilling & Tunnelling; Earthmoving; Energy Services; Explosives; Furnaces & Kilns; Materials-Handling; Opencast & Quarries; Pumps; Valves

Sponsorships

Guaranteed impressions: 250 000 per year

Sponsorship	Description	6 Months	12 Months
Search	Branding at search interface and search results pages	53 000	84 800
Subscriber Login	Branding at subscriber login interface	20 700	35 300
Print-Friendly	Static banner on printer-friendly version of articles	20 700	35 300
Multimedia	Multimedia advert on video reports with supporting banner adverts	200 900	350 200
Topic	Branding linked to topic (word) of choice	11 200	19 600
Press Office	Branded collection of all company editorial and press releases	11 200	19 600
Latest News	Branding next to Latest News feed on Home Page	31 100	47 200
Business Leader	Branding on Business Leader page and email newsletter	20 700	35 300
Sector Sponsorship	Company Logo and two banner adverts on sector page of choice	20 000	35 000
Send-to-Friend	Branding linked to send-to-friend functionality of site	20 700	35 300
Audio	Branding and audio exposure	1 Month	2 to 4 Months (per month)
		6 100	5 700
			5 200
			4 600

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Social Media

Platform		Per Share
Twitter	270 characters - including spaces and URL links	2 000
Facebook	690 characters - including spaces and URL links	1 500
LinkedIn	690 characters - including spaces and URL links	1 000
All Platforms		4 000

Note: all posts will include #ad at the end

Listings

Listings include write-up and branding (logo)

Listing Type	Period	Standard	Priority
Job Listing - short term	14 days	800	1 000
Job Listing - long term	30 days	1 000	1 200
Job Listing - newsletter	1 Week	1 300	-
Event Listing - What's On	Up to 2 months	1 300	2 500

Dedicated Mailers

Mailers sent to Creamer Media's B2B Emailing Channel - a mailing list of opt-in subscribers.

Dedicated mailers are limited to two sends per week

HTML must be provided by the client

The package includes a Sponsored Post on the Home Page of either *Engineering News Online* or *MiningWeekly.com*

Cost: R5 900

Discount Structure

Discount Adverts	% Discount
1 Advert (single placement)	as per rate card
2 to 11 Adverts	5%
12 to 23 Adverts	10%
24+ Adverts	15%

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Material Specifications

Material Requirements

Standard display adverts on the newsletters, website or mobi site: .JPEG or .GIF formats

File size: No advert file size may exceed 100K.

Multimedia: QuickTime or MPEG formats

Newsletter adverts: Please provide static, non-animating adverts

Requirements for Press Office

Company Profile (Word format)
Contact information
Social Media links
At least one press release
Confirmation of Press Office colour and 'word'
Cover image (1 152 x 250)
Skyscraper (120 x 600)
Tower (120 x 360)
Mega Banner (728 x 90)
Island (300 x 250)
Square (120 x 120)
Mobi banner (640 x 160)

Requirements for Topics Sponsorship

Company Profile (Word format)
Contact information
Confirmation of topic to be sponsored
Company logo (1022 x 575)
Skyscraper (120 x 600)
Tower (120 x 360)
Mega Banner (728 x 90)
Banner (468 x 60)
Island (300 x 250)
Square (120 x 120)

Mega Banner

728 (w) x 90 (h) pixels

Top Banner

468 (w) x 60 (h) pixels

In-Article

Online 468 (w) x 120 (h) pixels
Mobi 592 (w) x 152 (h) pixels
Tablet 768 (w) x 202 (h) pixels

Mobi Banner

Mobi 640 (w) x 160 (h) pixels
Full page 640 (w) x 1 008 (h) pixels
Tablet sizes 768 (w) x 90 (h) pixels
Tablet sizes 768 (w) x 960 (h) pixels

Audio Playlist Banner

Online 600 (w) x 250 (h) pixels

Skyscraper

120 (w)
x
600 (h)
pixels

Island

300 (w) x 250 (h) pixels

Tower

120 (w)
x
360 (h)
pixels

Terms & Conditions

Advertising Policy

- Creamer Media distances and disassociates itself from all unscrupulous and offensive remarks, bad language, jokes, slander, messages which wrongfully belittle, undermine or smear any race, creed, belief or person.
- Creamer Media does not carry advertising that includes nudity, near nudity or which is deemed to be offensive in any way – at the discretion of the publisher.
- Creamer Media does not guarantee that advertisers have rights over the copyright or intellectual property, which they purport to assert in published adverts and Creamer Media may not be held liable for any breach of such copyright or intellectual property rights.
- To uphold the editorial integrity of Creamer Media's publications, the placement of adverts and publication of editorial are treated separately. No advertisement placement can be seen as a confirmation of any editorial coverage.

Booking Instructions

- All booking instructions must be made in writing. A signed Order Authorisation, Copy Instruction or formal Purchase Order will be accepted.
- Should both a signed Order Authorisation and Copy Instruction be received, the details on the Order Authorisation will be binding.
- No special or specific positions, such as right-hand page placements, can be guaranteed, unless a loading fee of up to 25% are added to the agreed advertising charges.

Payment Terms

- An upfront payment is required for all first-time advertisers, whereafter the standard payment terms of 30 days from date of statement will apply for all placements.
- Advertising Agencies: 45 days from date of statement. Any late payments may result in the forfeiting of any agency commission granted.

- In the event of an account handed over to attorneys for debt collecting, the advertiser will be liable for any legal costs, including collection charges. Any such deposits will be subject to prosecution in the South African courts.

Cancellations

- Print and online advert placements: Written cancellations must be submitted at least 45 days prior to the Friday publication date.
- Webinars or live online events: No cancellation will be accepted once the marketing and advertising of the event has commenced.
- Contract Publishing items: No cancellation will be accepted once work has commenced.

Advertising Material

- All advertising material or elements must be received in electronic format. A production charge will apply for any work required on advert material.
- Any late submission of material – too late for publication purposes – will still be charged for at the rate agreed upon.
- Print advertising: Creamer Media will not be held responsible for slight variations in colour as a result of the printing process.
- Online advertising: The file size of advert material may not exceed 100K

Online Advertising

- All campaign guarantees relate to the full package and no guarantees can be given for any specific position.
- A minimum number of advert impressions will be guaranteed – as recorded by Creamer Media's Ad Server.
- No number of click-throughs or traffic to the advertiser's site will be guaranteed and, due to the inaccurate nature of the monitoring of clicks, no information on the number of clicks will be provided.
- Advertisers wishing to monitor traffic generated from any advertisement must supply Creamer Media with a unique URL that will allow the advertiser to source such statistics through its own platforms.