

## BacktoSA 2007 South African ad Rates



www.BacktoSA.com  
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The site was launched in January 2007

### Ad sizes in pixels (w x h)

Banners can be animated or static. The files are to be prepared in RGB at 72dpi no bigger than 15k and supplied as GIF, JPEG or PNG.

Type	Size	Placement	3 months	6 months
<b>Editorial</b>	150 x 60	Home page advertising; intro copy on home page with full page editorial on section page.	R500	R800
<b>Buttons</b>	120 x 180	Left or right hand columns on section pages	R150	R240
	120 x 90	Centre column ad	R150	R240
	88 x 31	Above footer	R110	R176
<b>Full Banner</b>	468 x 60	Centre column on section pages	R500	R800
<b>Skyscraper</b>	120 x 600	Placed in left or right hand columns on section pages	R400	R640
<b>Text ad</b>	200 word count	With a link to your home page, on section pages	N/A	R120