

RATE CARD 2011

Giving the nature of the website and its contents it's safe to say that more than 95% of our visitors are "targeted". Complete Roofing is being marketed as a Roofing Information Database, which means our visitors are targeted at the roofing industry. Any company or service utilizing the ad space available on our website will be running an extremely cost effective marketing campaign.

We have 2 types of advertising on our website - "Banner Ads" and "Sponsored Links".

- We accommodate two banner sizes – 160 x 600 Skyscraper, which is the vertical banner on the right-hand side of the page and a 468 x 60 horizontal banner, which is located in the middle of the page underneath the directory and its listings. These banners rotate with each page view. This means that if we have 30 of the 160 x 60 Skyscraper banners in the system, each banner will show once every 30 page views. Banner ads are purchased in the form of "impressions".
- The sponsored links (text) are located on the left-hand side of the page right at the top just below the menu. These links are quite unique, because they belong to one company/service/article. This means that if you purchase/sponsor the link "Cement Roof Tiles", each and every time someone clicks on the link they will be directed to your choice of URL/website/article. You own that link and do not share it with anybody like with the Banner Ad space.

Below are the rates for Banner Advertising and Sponsored Links

Media/Ad Type	Description	Delivery Method	Cost
160 x 600 Skyscraper Banner	Rotating	Impressions	R450 / 1 000 impressions
468 x 60 Horizontal Banner	Rotating	Impressions	R250 / 1 000 impressions
Sponsored Link	Static	Monthly	R750 / Month

Note:

- Sponsored links must be purchased over a 3 month period and can be reserved for an additional 3 months by the sponsor after which another sponsor will get the opportunity to sponsor the link.
- Min of 10 000 banner impression must be purchased at a time.
- Banners not to exceed 50kb in size
- Artwork (if required) is excluded

Listing in our Business Directory is free of charge!

Please feel free to contact us should you have any questions.