## LANDBOU.COM RATES & SIZES

**Desktop Banners**
- Island Banner 300x150 @
  - R 260 CPM
- Leaderboard 728x90 @
  - R 290 CPM
- Square Banner 300x250 @
  - R 320 CPM
- Half Page 300x600 @
  - R 350 CPM
- Site Skins 160x600 @
  - R 375 CPM

**Mobile Banner**
- 300 x 250px @
  - R 250 CPM
- 320 x 50px @
  - R 230 CPM

**Mobile Block**
- All banners above @
  - R 900 CPM

**Site Takeovers**
- All Banners Above @
  - R 1 550
  - R 8 560

**Site Skins**
- R 999 CPM

**Standard Rich Media**
- R 480 CPM

**Complex Rich Media & Overlays**
- R 580 CPM

---

**Email Marketing Newsletter**
- Boerekos Bi Weekly
  - Wednesdays
- Vee Once a month
  - Thursdays
- Groen skrif Bi Weekly
  - Thursdays
- Kundiges Bi Weekly
  - Thursdays
- Graan en Herlewing Landbou Bi Weekly
  - Eeufees Once a month
  - Thursdays
- Landbouweekblad every week
  - Fridays

**Digitorial**
- Max 500 words indicating clients contact details, logos and URL
  - Can embed a video into the digitorial and square banner 300 x 250
  - R 5300

**Main Category {Ownership}**
- Tailor-made
  - POA

**Sub Category {Ownership}**
- Tailor-made
  - POA

**Videos**
- Production Cost
  - R 12 800 (5 min)
- Hosting Cost
  - R 16 000 PM

---

**EXAMPLE OF BANNER SIZES:**

- Leaderboard: 728 x 90
- Island ad: 300 x 150
- Square ad: 300 x 250
- Half page: 300 x 600
- Skins: 160 x 600

---

All prices excludes VAT. Tailor made options available.
<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>R10 700 pm</td>
</tr>
<tr>
<td>Halfpage</td>
<td>300 x 600</td>
<td>R16 000 pm</td>
</tr>
<tr>
<td>Skins</td>
<td>160 x 600</td>
<td>R18 190 pm</td>
</tr>
<tr>
<td>Island ad</td>
<td>300 x 150</td>
<td>R5350 pm</td>
</tr>
<tr>
<td>Square ad</td>
<td>300 x 250</td>
<td>R7500 pm</td>
</tr>
<tr>
<td>Mobi Site</td>
<td>320 x 50</td>
<td>R230 per 1000 impressions</td>
</tr>
<tr>
<td>Mobi Site</td>
<td>300 x 250</td>
<td>R250 per 1000 impressions</td>
</tr>
<tr>
<td>Facebook post</td>
<td>728 x 90</td>
<td>R4995 50 Words One off</td>
</tr>
<tr>
<td>Facebook Boost</td>
<td>R2000 One off</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>728 x 90</td>
<td>R8500 Newsletter 728 x 90 / 300 x 250</td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tailor made options available**

All prices excludes VAT.
**LANDBOUWEEKLIKs**

### MEDIUM | PLATFORM | DETAILS | VALUE PER WEEK/UNIT | QUANTITY | DISCOUNT % | COST PER WEEK/UNIT (excl VAT)
--- | --- | --- | --- | --- | --- | ---
**TELEVISION** | LANDBOU WEEKLIKs | • 2 min pre-produced insert (promotion)  
• Logo on insert opening graphic  
• 2x 5sec squeezebacks on screen during insert | R35 000 | 1 | 40% | R20 895
| VIA | Production Cost (T’s & C’s apply) | R10 000 | 1 | 0% | R10 000
| LANDBOU WEEKLIKs | Added value on TV Rebroadcasts | R35 000 | 1 | 100% | R0
**PRINT** | LANDBOUWEEKBLAD | 1 x Full Page Advert/Editorial  
Logo & Mention on LW Promo Page | R37 240 | 1 | 40% | R22 195
| R1 500 | 1 | 100% | R0
**ONLINE** | LANDBOU.COM | 2 min Video Listing of pre-produced insert | R14 000 | 1 | 50% | R6 944
| SOCIAL MEDIA | 2 min Video Listing of pre-produced insert | R8 000 | 1 | 100% | R0

**TOTAL VALUE** |  |  |  |  |  | R140 740
**TOTAL INVESTMENT** |  |  |  |  |  | R60 000
**ROI** |  |  |  |  |  | 2.4:1

* Terms & Conditions
All rates excludes VAT and any other commissions
Production Cost included, based on 1 day shoot / 150km’s around Gauteng
Additional R10 000 Production Cost, for more than 150km’s from Gauteng
Tailormade deals, quoted separately
S6 & 7

After two successful seasons, the 30 minute show evolved into a one hour show from season 3. The extra 30 minutes meant that we can add even more content and commercial opportunities to ensure our sponsors get even better exposure.

---

**LANDBOUWEEKLIKS OVERALL FEEDBACK**

- Landbouweekliks consistently ranks among the top-4 shows on VIA.
- Accumulated audience on the show (Season 1 - 4) adds up to 7.2 mil and has grown by 74% from the first season.
- Accumulated audience per season averages on 2 million.
- 67% of the show’s audience is LSM 9-10.
- We believe the authentic storytelling with the input of the brand’s editorial team, has created unique and valuable content that speaks to both the general public as well as the agricultural community.

Nielson // Ariana // TAMS February 2019

---

**LANDBOUWEEKLIKS EPISODE FORMAT**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Duration</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEGMENT 1</strong></td>
<td>8 MIN</td>
<td>Sponsor opening billboards 10 sec, Programme intro 20 sec, Line-up (V/O) 30 sec, Meet &amp; greet / Challenge reveal 30 sec, Montage (Farm) V/O 45 min, “Op die boer af” onderhoud 6 min, V/O link to ad break 20 sec, Sponsor tail 5 sec, AD BREAK 5 sec</td>
</tr>
<tr>
<td><strong>SEGMENT 2</strong></td>
<td>9 MIN</td>
<td>Sponsor top 5 sec, Insert: “Landbou fokus” 3 min, V/O link to insert 30 sec, Insert: “Groei” 2 min, V/O link to insert 30 sec, Insert: “Meganisatie” 2 min, Sponsor tail 5 sec, AD BREAK 5 sec</td>
</tr>
<tr>
<td><strong>SEGMENT 3</strong></td>
<td>8 MIN</td>
<td>Sponsor top 5 sec, V/O intro out of ad break 10 sec, “Boerplanne” onderhoud 5 min, Insert: “Fokus op innovering” 2.5 min, V/O link to ad break 15 sec, Sponsor tail 5 sec, AD BREAK 5 sec</td>
</tr>
<tr>
<td><strong>SEGMENT 4</strong></td>
<td>9 MIN</td>
<td>Sponsor top 5 sec, V/O intro out of ad break 20 sec, Insert: “Wild &amp; vee” 90 sec, Insert: “Vra vir Faffa” 2 min, Insert: “Veevoere” 2 min, V/O link to interview 20 sec, Closing with farmer (Part 1) 3 min, V/O link to ad break 10 sec, Sponsor tail 5 sec, AD BREAK 5 sec</td>
</tr>
<tr>
<td><strong>SEGMENT 5</strong></td>
<td>9 MIN</td>
<td>Sponsor top 5 sec, V/O intro out of ad break 20 sec, Closing with farmer (Part 2) 3 min, Presenter challenge 3 min, V/O closing with sundowners 50 sec, Kalender fokus 1 min, Kalender 20 sec, Kompetise 20 sec, Credit roll &amp; BR sting 30 sec, Sponsor closing billboards 5 sec</td>
</tr>
</tbody>
</table>