

# EVENT DIGITAL PLATFORMS

MEDIA  
PACK  
2019



## NEWSLETTER

### Banner Advert

**R 5 500**

800 pixels wide  
RGB colour  
JPG/PNG/GIF format  
\*Please specify required link



### Newsletter Sponsored Content

**R 3 500**

300-800 words with  
link(s) of choice  
\*Please specify required link



## SOCIAL MEDIA

### Basic Boost

**FROM R 2 200**

Reaches between 500-2500  
people per day for 7 days  
Post of your choice (web  
article, image, text post, etc.)

\*Please specify required collateral  
and chosen platform (Facebook,  
Twitter or Instagram)



### Added Boost

**FROM R 2 400**

Reaches between 1000-5000  
people per day for 7 days  
Post of your choice (web  
article, image, text post, etc.)

\*Please specify required collateral  
and chosen platform (Facebook,  
Twitter or Instagram)



## WEBSITE

### Sponsored Content

**R 3 500**

300 x 800 words with link(s) of  
choice and 1 featured image  
RGB colour  
JPG/PNG/GIF format  
\*Please specify required link



### Right Hand Block Advert

**R 4 000**

300 x 300 pixels  
RGB colour  
JPG/PNG/GIF format  
\*Please specify  
required link

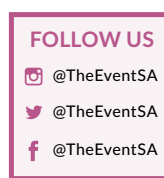
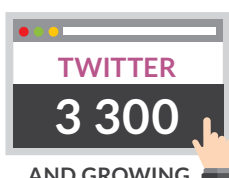


### Banner Advert

**R 5 800**

415 x 200 pixels  
RGB colour  
JPG/PNG/  
GIF format  
\*Please specify  
required link

## DIGITAL FACTS



## VIDEO OPTIONS

### INFOGRAPHIC VIDEO: R10 000

A 10-20 second explainer video marketing your brand to our unique business events and association audiences, shared on the social media platform of your choice (Facebook, Twitter, Instagram). Client to provide elements, e.g. images and brief, and we will put the video together. \*Does not include spoken audio/voice overs/videography

### EVENT VIDEOGRAPHY AND RESEARCH: R150 000

5 minute video with a 30-60 second cut down for social media. Explores your event and how it feeds into the wider business events and associations sector. We will arrange a camera crew, set up interviews with key stakeholders, and cover various aspects of your conference to create a beautiful video for you to leverage as a marketing tool.

#### Includes:

- Narrative storyboard and talking heads
- Research into legacy of event
- Coverage on several digital platforms

### PROMOTIONAL VIDEO MEDIA BUY: R350 000

9 minute video with 5 and 2 minute cut downs for social media. Explores your event, venue, product, or supply chain and how it fits into the wider association sector. We will arrange a camera crew, set up interviews with key stakeholders, and cover various aspects of your conference to create a beautiful video for you to leverage as a marketing tool.

#### Includes:

- Narrative storyboard and talking heads
- Research into legacy of event
- Roll out on all our digital and print platforms
- Distribution to our 200 000+ international database and partners

## 360 DEGREE CAMPAIGNS

Package 1: R34 000.00

#### Includes:

- Full Page Print Ad (with link to client website on e-book)
- 2 Website Articles (Q&A split in two segments)
- Infographic Explainer Video (10-20 seconds)
- 2 Newsletter Mentions
- 4 Social Media Mentions (on platforms specified by client)

Package 2 Option 1: R26 500.00

#### Includes:

- Full Page Print Ad (with link to client website on e-book)
- 2 Website Articles (Q&A split in two segments)
- 4 Social Media Mentions (on platforms specified by client)

Package 2 Option 2: R26 500.00

#### Includes:

- Infographic Explainer Video (10-20 seconds)
- 2 Website Articles (Q&A split in two segments)
- 4 Social Media Mentions (on platforms specified by client)
- 2 Newsletter Mentions

All prices quoted exclude VAT and Ad Agency Commission.