

## **Rates for Digital Advertising**

### **Website only**

- Top banner on homepage – R1200.00 per month
- Rolling banner on homepage – R800.00 per month
- Static banner on homepage – R900.00 per month
- Block advert on sidebar – R1000.00 per month
- Post/Article – R1100.00 per post/article

Hyperlinks can be added to website images for an additional R100.00 per image

### **Social Media (Facebook & Instagram) only**

- Story & Post
  - Twice per month – R1100.00
  - Three times per month – R1600.00
  - Four times per month – R2000.00
- Facebook banner
  - One week – R700.00

Posts can be pinned for an additional R200.00 per post per month (limited to one post per month)

### **Website and Social Media Packages (includes hyperlinks on website images)**

- Package One – R1700.00 per month
  - Homepage banner (rolling or static), two story & post
- Package Two – R2500.00 per month
  - Homepage banner (rolling or static), four story & post
- Package Three – R2700.00 per month
  - Homepage banner (rolling or static), one block advert, two story & post
- Package Four – R3600.00 per month
  - Homepage banner (rolling or static), one post/article on website, four story & post
- Package Five – R5300.00 per month
  - Top banner, block advert, one post/article on website, four story & post, one week Facebook banner

Speak to us about creating a custom package if these packages don't quite hit the spot!

## **Preferred Specifications for Images**

Website banner – 800 x 100

Website block advert – 270 x 250

Facebook banner – 1296 x 490

Facebook/Instagram post – 1080 x 1080

Facebook/Instagram story – 1080 x 1920

Contact us at [marketing@equestrianlife.co.za](mailto:marketing@equestrianlife.co.za) for more information