

RATE CARD 2016

OVERVIEW

Acts Online provides legislation, including amendments and Regulations, in an intuitive online format.

Acts Online is the preferred portal in South Africa for those searching for statutes, and commentary on acts, due to its powerful search and indexing functionality.

We are the leading resource for Legislation in South Africa and are used daily by thousands of professionals and industry leaders.

With Acts you are guaranteed the latest and most up to date resource for your legislative needs. In addition Acts sells printed copies of Acts, wall posters and CD versions in the Acts shop. Visitors can also subscribe to updates that notify them of any Acts amendments or comments.

REACH THE RIGHT TARGET MARKET FOR YOUR PRODUCT OR SERVICE AND AT THE SAME TIME BUILD YOUR BRAND.

The screenshot displays the Acts Online website. At the top, there's a navigation bar with 'Why Acts', 'Acts Store', 'News Centre', and 'Advertise'. A search bar is prominently featured. Below the navigation, there's a 'Table of Contents' sidebar with categories like 'Site Search', 'Why Acts', 'Recent Updates', etc. The main content area features several news articles with headlines such as 'Acts Online provides legislation, including amendments and Regulations, in an intuitive, online format.', 'From Pol Pot to ISIS - the blood never dried', 'Govt loses court case to scrap Setas, so changes the law', and 'Davenport loses securitisation case, plans to bring new evidence to court'. There are also sections for 'Best Selling Products' and 'Latest Articles'. A 'Subscribe Today!' button is visible in the top right of the main content area.

OUR STATS

62 010

UNIQUE VISITORS PER MONTH

604 528

PAGE VIEWS PER MONTH

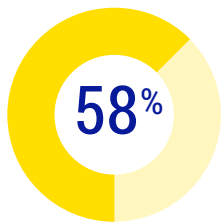
OUR AUDIENCE

ACT ONLINE HAS OVER 62 000 UNIQUE VISITORS AND OVER 600 000 PAGE IMPRESSIONS PER MONTH.

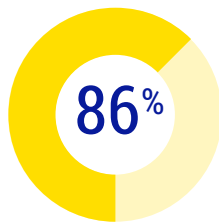
THE MAJORITY OF OUR UNIQUE VISITORS ARE PROFESSIONALS FROM INDUSTRIES LIKE:

- FINANCIAL & INSURANCE SERVICES
- PERSONAL & OTHER SERVICES
- PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES
- EDUCATION & TRAINING
- INFORMATION TECHNOLOGY & TELECOMMUNICATIONS
- PUBLIC ADMINISTRATION & SAFETY
- GOVERNMENT BODIES
- PROFESSIONAL BODIES (TAX, FINANCIAL, INSURANCE)

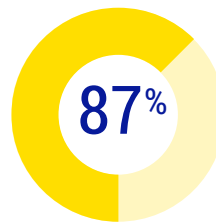
VISITOR STATS



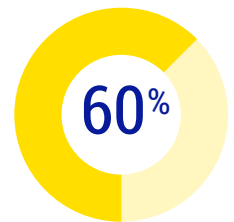
ARE RETURNING VISITORS



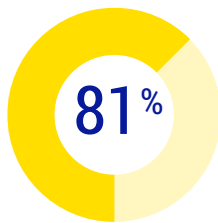
ARE MAIN OR
JOINT DECISION
MAKERS



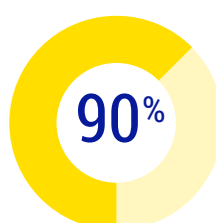
HAVE TERTIARY EDUCATIONS



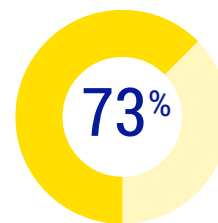
ARE EMPLOYED AS
PROFESSIONALS AND
MANAGERS



ARE OVER THE AGE OF 30



RESIDE IN SOUTH AFRICA



R - INCOME LEVEL ABOVE R12K PER MONTH

02

CONTACT US AT
ADVERTISING@RHINORED.CO.ZA



ADVERTISING RATES

1. SERVICE BAR RATES

The screenshot displays the ACTS ONLINE website interface. At the top left is the ACTS ONLINE logo. A grey box at the top center indicates a **HEAD BANNER 728 x 90**. Below the navigation bar, a blue banner reads: "Acts Online provides legislation, including amendments and Regulations, in an intuitive, online format. Use this site as often as you like, everything here is free! [SUBSCRIBE TODAY!](#)".

The main content area features several news items with "Read More" buttons:

- From Pol Pot to ISIS - the blood never dried**: As US President Barack Obama wages his seventh war against the Muslim world after winning his Nobel Peace Prize, journalist John Pilger reminds us that the outrages committed by ISIS can only be understood by an examination of the history of Western governments and their intelligence agencies in spreading violence and terror.
- Govt loses court case to scrap Setas, so changes the law**: Higher education minister Blade Nzimande has gazetted sweeping proposals to scrap sector education and training authorities that receive R13 billion a year from the skills levies. Expect a major fight-back from the Setas and companies which stand to lose billions in levy refunds.
- MIDDLE BANNER 728 x 90**: Eastern Cape ostrich farmer Ash Davenport, who was the first South Africa to present a securitisation audit in front of a court, lost his case in the Eastern Cape High Court to stop his farm being sold in execution. But he has a second audit proving beyond any doubt that Standard Bank no longer owns his loan.
- Acts Online's Business Intelligence Report**: Acts Online has launched its Business and Legal Intelligence Report, a subscriber service which will be published twice a month, bringing you actionable intelligence that you need to guide your business and your finances. Do not make a decision without first consulting this report.

At the bottom, a grey box indicates a **FOOTER BANNER 300 x 250**. The right sidebar contains a **TENANT LINKS** section with five "LINK" buttons, a **SIDE BANNER 160 x 300/500**, and sections for "Latest Articles" and "Popular Articles".

TENANT LINKS

TENANT LINKS direct to clients sites or wherever the client wishes to direct links to. These links are exclusive to only one company per category.

R7 500 per link per month for 6 months
OR
R5 000 per link per month for 12 months



ADVERTISING RATES

2. BANNER RATES

Header Banner

300 000 impressions	@ R75 per cpm	R22 500 per month
150 000 impressions	@ R80 per cpm	R12 000 per month
75 000 impressions	@ R100 per cpm	R7 500 per month

Side Banner

300 000 impressions	@ R65 per cpm	R19 500 per month
150 000 impressions	@ R70 per cpm	R10 500 per month
75 000 impressions	@ R90 per cpm	R6 750 per month

Middle Banner

300 000 impressions	@ R55 per cpm	R16 500 per month
150 000 impressions	@ R60 per cpm	R9 000 per month
75 000 impressions	@ R80 per cpm	R6 000 per month

Footer Banner

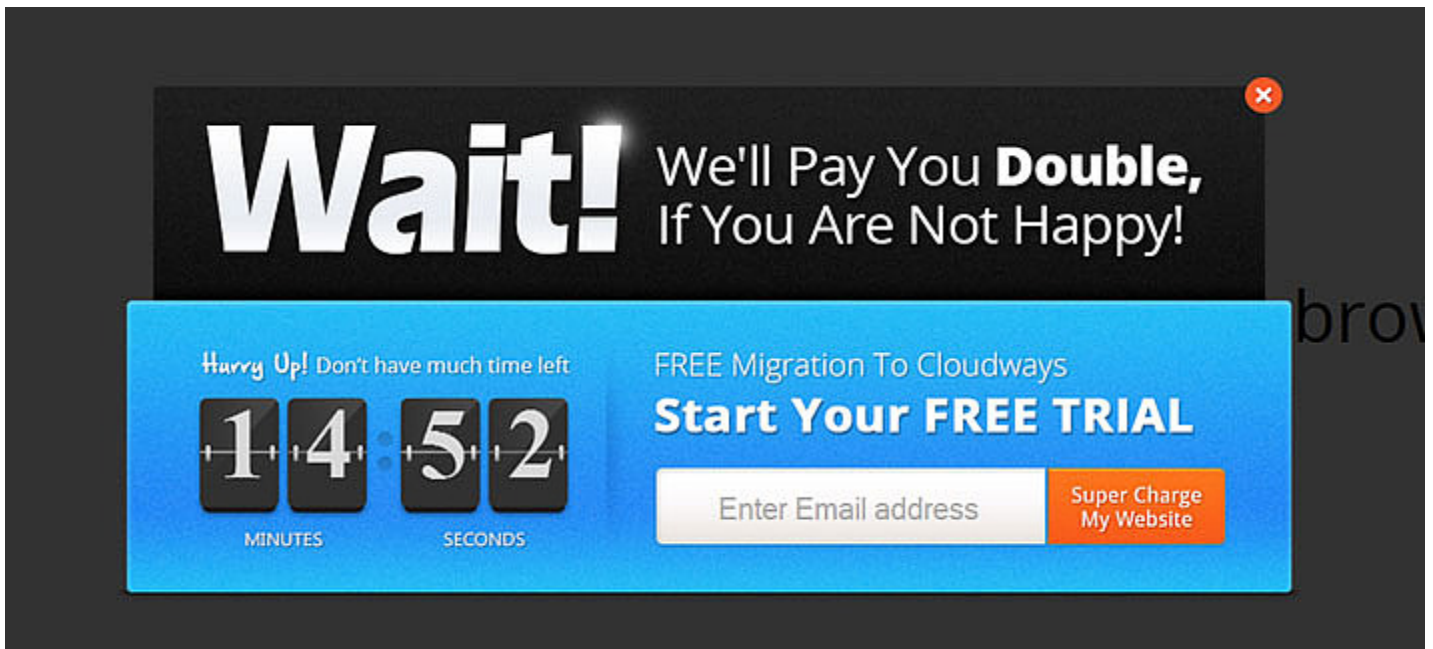
300 000 impressions	@ R45 per cpm	R13 500 per month
150 000 impressions	@ R50 per cpm	R7 500 per month
75 000 impressions	@ R70 per cpm	R5 000 per month

(CPM is defined as cost per thousand impressions of your advert, the letter "M" in the abbreviation is the Roman numeral for one thousand.)



ADVERTISING RATES

3. EXIT POP-UP BANNER



Exit Pop-Up Banner appears on the screen when the audience wishes to exit from the site.

R12 000 = All exit pop-ups for the entire month. A minimum of 60 000 impressions.

OR

R5 000 = All the exit pop-ups for one week. A minimum of 15 000 impressions.