

2016

# Asset Media is a Level Three BEE Contributor

STUDENT WEBSITE



Unparalleled Exposure



## Student Website Summary

 <p><b>activateonline.co.za</b> Rhodes University Monthly unique visitors: 9,495 Monthly page views: 15,196 facebook.com/activateonline 933 likes twitter.com/ActivateOnline 669 followers</p>	 <p><b>diematie.com</b> University of Stellenbosch Monthly unique visitors: 1,574 Monthly page views: 4,173 facebook.com/diematie 5,268 likes twitter.com/diematie 5,701 followers</p>
 <p><b>myreslife.co.za</b> South Africa, mostly University of Pretoria Monthly unique visitors: 19,899 Monthly page views: 20,308 facebook.com/tuksreslife 2,414 likes twitter.com/tuksreslife 6,836 followers</p>	 <p><b>oppidanpress.com</b> Rhodes University Monthly unique visitors: 7,822 Monthly page views: 15,870 facebook.com/theoppidanpress 1,434 likes twitter.com/oppidanpress 1,345 followers</p>
 <p><b>perdeby.co.za</b> University of Pretoria Monthly unique visitors: 8,116 Monthly views: 18,339 facebook.com/perdeby 2,894 likes twitter.com/perdebynews 7,263 followers</p>	 <p><b>shift4ward.co.za</b> National career development site Monthly unique visitors: 2,811 Monthly page views: 5,046 facebook.com/Shift4Ward 282 likes twitter.com/4WardMag 44 followers</p>
 <p><b>studentnewsgrid.com</b> National student site Monthly unique visitors: 630 Monthly views: 1,363 facebook.com/StudentNewsGrid 321 likes twitter.com/studentnewsgrid 146 followers</p>	 <p><b>witsvuvuzela.com</b> University of Witwatersrand Monthly unique visitors: 20,317 Monthly page views: 35,173 facebook.com/WitsVuvuzela 2,318 likes twitter.com/WitsVuvuzela 5,332 followers</p>

Data based on February 2015 Google Analytics

## Student Website Advertising Costs and Specs

<p><b>Activate</b>      Side banner:          300 pixels wide x 220 pixels high          Appears on front page only          R200 per week</p>	<p><b>Die Matie</b>      Square banner:          160 x 160 pixels          R450 per month</p> <p>Vertical banner:          160 pixels wide x 320 pixels high          R650 per month</p>
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<b>My Res Life</b>	Package A	University Banner 1600 pixels wide x 420 pixels high R1 300 per week OR R4 500 per month Single University: Student Dashboard and Business Directory 2 Tweets + 2 Facebook posts
	Package B	Leaderboard - 728 pixels wide x 90 pixels high R1 000 per week OR R3 500 per month Single University: Student Dashboard and Business Directory 2 Tweets + 2 Facebook posts
	Package C	Top Left - 350 pixels wide x 420 pixels high R800 per week OR R2 800 per month Single University: Student Dashboard and Business Directory 1 Tweet + 1 Facebook post
	Package D	Bottom Right - 350 pixels wide x 420 pixels high R800 per week OR R2 800 per month Single University: Student Dashboard and Business Directory 1 Tweet + 1 Facebook post

<b>Oppidan Press</b>	Front page: 300 pixels wide x maximum 450 high R440 for two weeks
	In-story primary banner: 300 pixels wide x maximum 700 high R880 for two weeks
	In-story secondary banner: 300 pixels wide x maximum 700 high R660 for two weeks

<b>Perdeby</b>	Top banner: 1319 pixels wide x 120 pixels high R2500 per week or R10,000 per month
	Side right banner: 400 pixels wide x 400 pixels high R2,000 per week or R8,000 per month
	Bottom banner: 1319 pixels wide x 120 pixels high R1,500 per week or R6,000 per month

***All rates exclude VAT and agency commission***



## Student Website Advertising Costs and Specs

**Shift4Ward** Skyscraper  
118 pixels wide x 580 pixels high  
R300 per month

Banner  
844 pixels wide x 177 pixels high  
R500 per month

**Student News Grid** Main banner:  
680 pixels wide x 90 pixels high  
R200 per week or R600 per month

Top right banner  
680 pixels wide x 90 pixels high  
appears next to logo, but not on  
mobile version  
R150 per week or R400 per month

Side right banner:  
160 pixels wide x 160 pixels high  
R75 per week or R250 per month

**Vuvuzela** Header:  
980 pixels wide x 90 pixels high  
R1000 per week; R3000 per month;  
R5000 for two months

Sidebar:  
320 pixels wide by 450 pixels high  
R1000 per week; R3000 per month;  
R5000 for two months

All Vuvuzela adverts are rotated with a  
maximum of three banners sharing the  
same space.

***All rates exclude VAT and agency commission***



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