

TECHnews

www.technews.co.za

Online Media Profile 2012



THE POWER OF ONLINE

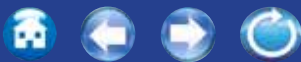
Integrating print media and online is the right decision for both large and small companies. While both print and online are important in their own right, the optimal marketing strategy incorporates a balance between the two.

With over 25-years of publishing experience, first in print and then online, Technews offers marketers a unique, integrated marketing solution that will add value to your brand-building exercises.

There can be no doubt that print advertising delivers results, but in today's connected world, online advertising is an essential component of any marketing campaign. It is immediate, maximises visibility, drives traffic to the advertisers' website and increases sales, building a solid brand in the process. Moreover, it has the added benefit of being measurable.

Technews' websites are able to expose you to its niche audiences in a highly cost effective and measurable fashion.

Whether it's through sponsorship of web categories (which gives you total ownership of the selected niche), banner advertising on our regular e-zines, or branded electronic flyers sent to a select, opt-in audience, Technews gets you noticed.



<http://www.technews.co.za>



www.dataweek.co.za

A fortnightly magazine dedicated to electronics and communications technology

www.ebg.co.za

The online vehicle for the 'Electronic Buyers' Guide'

www.instrumentation.co.za

A monthly publication reaching highly qualified, experienced engineering & technical personnel involved in automated manufacturing processes and systems

www.ibg.co.za

The online vehicle for the 'SA Instrumentation & Control Buyers' Guide'



www.motioncontrol.co.za

A quarterly publication keeping abreast of the latest developments in the field of controlled mechanical power

www.mcbg.co.za

The online vehicle for the 'Motion Control Buyers' Guide'

www.securitysa.com

The journal for security, operations & risk management

www.hsbd.co.za

The online vehicle for the 'Hi-Tech Security Business Directory'



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THE POWER OF INTEGRATED MARKETING

Sponsorship Advertising

Limited to two sponsors per category. This ensures brand exposure around all articles in the category, including the current issue and all archived issues, for the duration of the contract.

Button Adverts

Serve throughout the full hierarchy of the site. These small adverts serve as reminders or frequency brand mechanisms. They can also be utilised as a call to action and cross-linked to your own website.

E-zine Advertising

To ensure our readers are kept up-to-date on the latest news and insight in the industry, e-zines are dispatched frequently.

This medium is especially effective in communicating time-sensitive releases and events.

For e-zine database figures, please contact your sales executive.

E-mail Marketing Facilities

Branded electronic flyers ideal for promotions, invitations and product launches.

Each database comprises of readers who have requested information relevant to the magazine sector from 3rd parties.

All mailers are subject to acceptance by the editorial team.

For 3rd party database figures, please contact your sales executive.

Webinars

A webinar is a web-based, interactive presentation. Participants register online and log in on the appropriate day and experience the presentation from the comfort of their office or home. Viewers will be able to view the presentation while the presenter talks them through it or they can download the presentation for later review. Questions can be asked in real-time and the presenter or facilitator will answer as would happen in a traditional presentation. We are pleased to be able to offer this as a full customised package.

Statistics – across all sites

Per month

| | |
|-----------|-----------|
| AdView | 1 000 000 |
| PageViews | 125 000 |
| Visitors | 65 000 |

Statistics available for each publication.

Figures constantly updated. Ask your sales executive for a specific breakdown.



Technews' Online Sponsorship Rates for Sites & E-zine

| Ref | Banner Position | Size | 3 Months Rate | 6 Months Rate | 12 Months Rate |
|--|--|----------|---------------|---------------|----------------|
| BREAKING NEWS – Home page | | | | | |
| 21 | Top of Page | 468x60 | | | |
| 32 | Right-hand | 120x600 | | | |
| 11 | Top left-hand – Serves throughout the full hierarchy of the site | 120x60 | R14 500 | R26 700 | R44 500 |
| 21 | E-zine Top of Page | 468x60 | | | |
| SECONDARY BREAKING NEWS – Home page | | | | | |
| 31 | Top right-hand banner | 120x240 | R11 700 | R21 300 | R35 600 |
| 23 | Bottom banner | 468x60 | | | |
| EXTRA – Home page (serving throughout the full hierarchy of the site) | | | | | |
| 12 | Left-hand button banner | 120x60 | R7 900 | R14 600 | R24 300 |
| 13 | Left-hand button banner | 120x60 | R7 900 | R14 600 | R24 300 |
| 14 | Left-hand button banner | 120x60 | R7 900 | R14 600 | R24 300 |
| 15 | Left-hand button banner | 120x60 | R7 900 | R14 600 | R24 300 |
| 16 | Left-hand button banner | 120x240 | R12 600 | R20 000 | R33 600 |
| 33 | Right-hand button banner | 120 x 60 | R5 800 | R10 500 | R17 600 |
| 34 | Right-hand button banner | 120 x 60 | R5 800 | R10 500 | R17 600 |
| 22 | Middle banner (serves on home page only) | 468x60 | R7 100 | R13 200 | R22 000 |

Rates are inclusive of agency commission, exclusive of VAT, exclusive of banner design, any custom integration of web interactivity and form design.



Technews' Online Sponsorship Rates for Sites & E-zine

| Ref | Position | Banner Position | Size | 3 Months Rate | 6 Months Rate | 12 Months Rate |
|--|--------------------------|---|---------------------|---------------|---------------|----------------|
| PRIMARY CATEGORY SPONSORSHIP | | | | | | |
| 21 | Category | Top of page | 468x60 | R9 400 | R17 400 | R29 000 |
| 32 | Category | Bottom right-hand | 120x600 | | | |
| 23 | E-zine | Rotates at bottom of e-zine with other category of sponsors | 468x60 | | | |
| SECONDARY CATEGORY SPONSORSHIP | | | | | | |
| 31 | Category | Top right-hand banner | 120x240 | R7 200 | R13 400 | R22 300 |
| 23 | Category | Bottom banner | 468x60 | | | |
| E-ZINE (BANNERS ONLY SERVE ON E-ZINE) | | | | | | |
| Position | Banner Position | Size | Cost Per E-zine | | | |
| 22 | Middle Banner | 468x60 | R1 600 | | | |
| 31 | Right-hand Banner | 120x240 | R1 600 | | | |
| 32 | Middle Right-hand Banner | 120x600 | R2 000 | | | |
| 33 | Bottom Right-hand Banner | 120x240 | R1 600 | | | |
| NEWS FLASH (Banners only serve on News Brief) | | | | | | |
| Position | Banner Position | Size | Cost Per News Flash | | | |
| 21 | Top Banner | 468x60 | R1 900 | | | |
| 22 | Middle Banner | 468x60 | R1 600 | | | |
| 31 | Right-hand Banner | 120x240 | R1 600 | | | |
| 32 | Middle Right-hand Banner | 120x600 | R2 000 | | | |
| 33 | Bottom Right-hand Banner | 120x240 | R1 600 | | | |

Rates are inclusive of agency commission, exclusive of VAT, exclusive of banner design, any custom integration of web interactivity and form design.



Technews' Online Banner Positions for Home Pages





Technews' Online Sponsorship Rates for Buyers' Guides/Business Directories

| Ref | Banner Position | Size | 3 Months Rate | 6 Months Rate | 12 Months Rate |
|----------------------------------|--|--------|---------------|---------------|----------------|
| BREAKING NEWS – Home page | | | | | |
| 21 | Top banner | 468x60 | R5 300 | R8 900 | R15 800 |
| 11 | Left-hand button banner – Serves throughout the full hierarchy of the site | 120x60 | R6 300 | R10 500 | R18 900 |
| 12 | Left-hand button banner – Serves throughout the full hierarchy of the site | 120x60 | R6 300 | R10 500 | R18 900 |
| 13 | Left-hand button banner – Serves throughout the full hierarchy of the site | 120x60 | R6 300 | R10 500 | R18 900 |
| 14 | Left-hand button banner – Serves throughout the full hierarchy of the site | 120x60 | R6 300 | R10 500 | R18 900 |
| 31 | Right-hand banner | 120x40 | R5 300 | R8 900 | R15 800 |

CATEGORY SPONSORSHIP

| | | | | | |
|----|-------------------|---------|--------|--------|---------|
| 21 | Top of page | 468x60 | R4 200 | R7 400 | R12 600 |
| 31 | Right-hand banner | 120x240 | R4 200 | R7 400 | R12 600 |
| 22 | Bottom banner | 468x60 | R4 200 | R7 400 | R12 600 |

Contact your sales executive for the perfect integrated marketing package to suite your company's needs!

Tel: +27 (0)11 543 5800


Fax: +27 (0)11 787 8052

online@technews.co.za

www.technews.co.za

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 **Banner Positions**



Technews' Online Position for Buyers' Guides/Business Directories

Position = 21

Position = 31

Position = 11

Position = 12

Position = 13

Position = 14

Position = 23

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