



Mail & Guardian

DIGITAL RATE CARD 2021



Supported Ad Formats available to purchase :

Native Advertising Packages:

- Sponsored article
- Banners (728x90px and 300x600px) that can live around the article permanently for a month. These will click through to external site.
- Banners (any size) that can live around the M&G site to drive traffic to the article. (50,000 added value impressions).
- Social Media posts (2x FB and 2xTweets) These will direct readers to the article.
- Newsletter Posts - 3 Newsletter posts of the article in a month.
- This package is R 25,000.00 for 1 article.
- This package is R 50,000.00 for 2 article.
- This package is R 60,000.00 for 3 article.
- This package is R 80,000.00 for 4 article.
- This package is R 100,000.00 for 5 article.

Ask your M&G account manager about any custom deals we can negotiate and create for you.

Mobile:

- Mobile Leader board - 320 x 50 - R350 CPM
- Mobile Medium Rectangle - 300 x 250 - R400 CPM
- Half Page Banner - 300x600 - R400 CPM

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Desktop:

- Half Page Banner - 300x600px - 350CPM
- Leaderboard Banner - 728x90/ 970x90px - 300CPM
- Mid Page Unit - 300x250px - 250CPM
- Billboard Banner - 970x250px - 350CPM

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Native Outstream Video:

An 'outstream' video ad unit, is a new video advertising unit that auto plays in a large format player whenever a user navigates to it within text content (typically an article) Native Outstream Video - R400 CPM

Pre-roll:

- Pre-roll play on selected videos placed by Mail & Guardian
- Pre-roll - R350 CPM

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