

BusinessDay

TECHNOLOGY SOLUTIONS & INNOVATIONS

FOCUS ON TECHNOLOGY

- Cybersecurity
- Connectivity
- The Internet of Things (IOT)
- Digital transformation
- Mobile technologies
- Financial technology (FinTech)
- Cloud data management
- Software development
- Consulting
- CRM solutions
- Systems integrations
- Automotive technology
- 4 IR

FOCUS ON THE OFFICE

- Office/boardroom technology
- Procurement
- Supply chain
- Corporate furniture and interior design
- Office automations and consumables
- Corporate training
- Workspaces and meeting places



MARCH, JULY, NOVEMBER 2021

ADVERTISING RATES

 Rates excluding VAT and agency commission.

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	HALF PAGE
R22 500	R31 500	R46 500	R38 500	R31 500	R28 575	R32 500	R13 500
4 PAGE DIGIMAG:		R5 000 (CONTENT AND PICTURES SUPPLIED BY CLIENT)					
8 PAGE DIGIMAG:		R10 000 (CONTENT AND PICTURES SUPPLIED BY CLIENT)					

These digimags are for clients own distribution.

MATERIAL SPECIFICATIONS

	DPS	FULL PAGE	HALF PAGE HORIZONTAL	HALF PAGE VERTICAL
TRIM	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm
BLEED	480 x 307mm	245 x 307mm	no bleed	no bleed
SAFE TYPE AREA	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. Resolution must be 300dpi and maximum total ink to be 270%.

ADVERTISING CONTACT DETAILS

Project manager: Dan Burman
 Direct Tel: 021 469 2489 • Switchboard: 021 469 2400 • Cell: 083 630 8863
 Email: danielb@picasso.co.za

The **Business Day Technology** Solutions and Innovations digimag will also be promoted and previewed for a week on www.businessday.co.za

A supplement inserted with the full run of BUSINESS DAY

A DIGITAL REPLICA WILL BE AVAILABLE HERE

BD Technology

CLICK THE TAB

BUSINESS DAY READERSHIP AND STATS

BD Readership

CLICK THE TAB

WHY ADVERTISE ONLINE ?

There has never been a better time to advertise on *Business Media Mags*

ADDED VALUE/EXPOSURE TO YOUR BUSINESS VIA ONLINE CONTENT

I help build/strengthen your company's brand.

DRIVE TRAFFIC TO YOUR COMPANY'S WEBSITE

I expand your reach with various packaged offerings suited to your company's needs, such as bundling your advertising with news/corporate profiles and/or a video online.

LET US MAKE UP YOUR OWN DIGI MAG RATES

4 pager	R5 000
8 pager	R10 000

- These digimags are for clients own distribution.
- Client to supply copy and images.

SPONSORED SOCIAL MEDIA PACKAGE:

1 x Facebook post, 1 x Tweet, 1 x LinkedIn post
R2 000
1 rectangle video widget
R7 000

OUR RATES

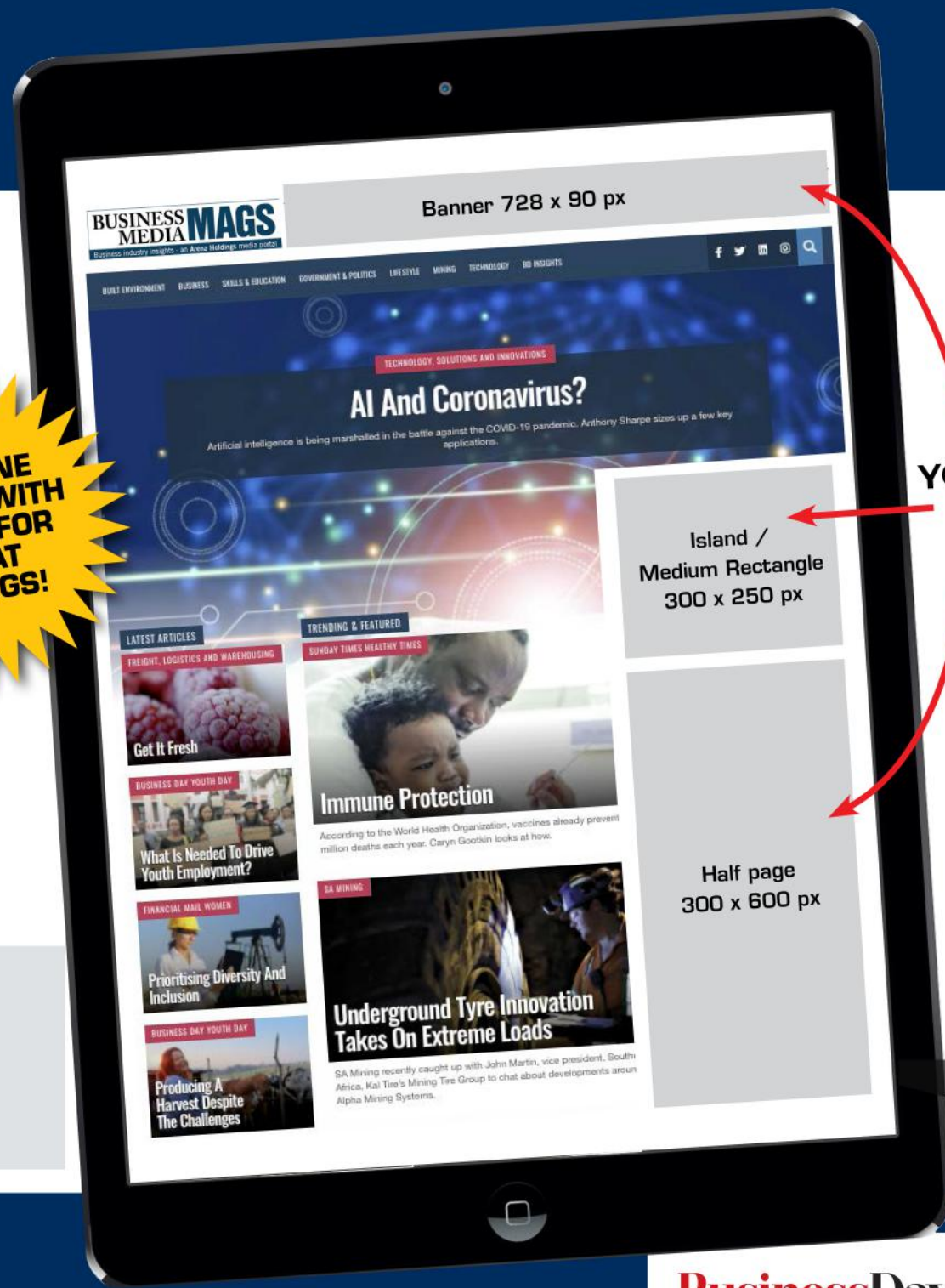
Banner R9 500 (1 month)
1 Half page R7 000 (1 month)
1 Island Rectangle R4 500 (1 month)
1 rectangle video widget R 7 000

PACKAGE DEAL – R16 000
 Banner + half page + island (1 month)
 Multiple booking discounts available on request
 Excluding VAT and agency comm

SIZE SPECIFICATIONS

Banner size 728 x 90 pixels
Island rectangle size 300 x 250 pixels
Half page size 300 x 600 pixels

- Files to be supplied at 72dpi
- Client can supply up to 3 images to rotate – to be supplied in 1 GIF file
- Client to supply a URL/Email click through



YOUR ADS HERE

PLEASE CONTACT for latest stats for www.businessmediamags.co.za

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