



2007/2008
ONLINE RATE CARD |

5FM ONLINE RATE CARD

EFFECTIVE 2007/2008

ELEMENT	TRAFFIC/SUBSCRIBERS	SPECIFICATIONS	SIZE	RATE
01 Skyscraper (On the home page of www.5fm.co.za - has ROS)	2 300 000 (monthly average, OPA*)	160x600 pixels	20kb	R350 CPM
02 Mailer banner insertion (Banner in weekly 5fm mailer, sent to the 5fm database)	65 000	565 x 70 pixels	15kb	10c per insertion
03 Solo mailer (Dedicated mailer sent to 5FM database)	65 000	Maximum width of 550 pixels	75kb	25c per mailer recipient
04 Targeted solo mailer (Dedicated mailer sent to a specific target market within the 5FM database)	65 000	Maximum width of 550 pixels	75kb	50c per mailer recipient

Note:

- Please note the following about Flash banners:
 - They must be supplied in GIF format in addition to the flash creative - along with target URL.
 - They have a maximum size of 39KB
 - They carry a premium serving rate.
 - Ensure the embedded url in the swf reads: on (release) {getURL (clickTag, "_blank")}
- Please note that rates include agency commission and exclude VAT.
- A 10% tracking fee on campaign value will be charged for the tracking of campaigns.
- SABC Online will place impressions at its own discretion based on the desired target market or available inventory, if not specified on the Insertion Order.