



DESIGN  
INDABA

.COM

THE BEST OF THE  
WORLD'S CREATIVITY.  
365 DAYS A YEAR.

RATECARD 2013

## ONLINE INFORMATION

### About designindaba.com

Design Indaba's online offering, designindaba.com, takes the Design Indaba experience global all year round. As the online culmination of the Design Indaba experience, it is a one-stop design portal for highly curated, bespoke multimedia content on global creative industries.

Our primary content consists of news on up-to-the-minute trends and innovation in global design, galleries featuring the best work of the creative industries, original video interviews and series, speaker talks from Design Indaba and other leading international conferences and events, and profiles of the global creative thought leaders.

### Traffic and reach\*

On average designindaba.com has approximately **40 000** visits per month, **96 000** page impressions and over **20 000** video views. Web traffic peaks around our event time, with February 2012 and 2013 each receiving over **90 000** visits and **260 000** pageviews. With an increasingly global reach, 60% of visitors are from outside South Africa.

\* These stats are correct at March 2013. Averages reflect the last calendar year.

### Online audience\*

Design Indaba has a loyal online audience of discerning, influential individuals, largely consisting of professionals, students and aficionados within the creative sectors. Our audience profile sits between LSMs 6 and 10.

Design Indaba's email database comprises almost **15 000** live entries of conference delegates, speakers, expo exhibitors, sponsors, suppliers, media practitioners, designers and creative enthusiasts, who have signed up to receive weekly newsletters featuring the latest Design Indaba announcements, world design news and videos hosted on designindaba.com.

Weekly newsletter: **14 942 subscribers**

Twitter: **23 880 followers**

Facebook: **10 100 likes**

YouTube: **75 964 video views**

\* These stats are correct at March 2013.

## ONLINE ADVERTISING OPTIONS

### Web banners

Run-of-site advertising on designindaba.com is available on a per-week basis, at a rate of R450 CPM (cost per 1 000 impressions). This includes all of the below placements, rotated optimally. We recommend between 5 000 and 40 000 impressions per week, depending on the scale of your campaign.

Alternatively, individual placements can be booked on a monthly basis, at the following rates:

TYPE OF AD	SIZE (px)	PLACEMENT	RATE (ZAR)
<b>Premium rectangle</b>	270 X 225	Left sidebar, above the fold (site wide)	R12 000 per month / 20 000 impressions
<b>MPU</b>	270 X 225	Left sidebar, below the fold (site wide)	R7 000 per month / 20 000 impressions
<b>Wide banner</b>	690 X 105	Content footer (all content pages)	R5 000 per month / 20 000 impressions
<b>Skyscraper</b>	160 X 600	Right sidebar, below the fold (articles only)	R2 000 per month / 10 000 impressions

### Editorial/advertorial

Promote your content on designindaba.com by integrating it into our news feed, e-marketing and social media channels, extending your reach beyond our website visitors to include our expansive online network.

Rate: **R6 000** per content item (includes one news story on designindaba.com, a newsletter feature and five social media mentions).

### Video ads (DITV)

Design Indaba TV – designindaba.com’s video hub – champions the world’s leading designers and their work. We cover our own events and also attend the world’s leading design conferences and creative happenings to bring you original video content of an international quality. DITV features speaker talks, exclusive interviews, designers’ creative work, project and event roundups, and much more.

Video advertising is available to top or tail Design Indaba videos on DITV, per number of views. (Available from April 2013.)

### Sponsorship

A number of sponsorship packages are available on designindaba.com. On the top tier, South African Tourism has sponsored the entire section of speaker presentation videos, from March 2011 to 2013. This earns them the category of Web Partner, ensuring their branding is felt across the marketing collateral for the annual Design Indaba event and on the website all year round.

Smaller sponsorship options are also available for the Design Indaba website. For example, MTN sponsored the coverage of AGI Open Hong Kong conference and London Design Week in 2012, earning them branding on all content – written and video – relating to these events, while MINI sponsored Milan Design Week 2011, providing them with the same rights.

Design Indaba is open to covering sponsored international design events, whereby sponsor branding can top or tail a series of original videos on designindaba.com, YouTube and Vimeo, and also feature on the relevant pages of designindaba.com.

These and other bespoke sponsorship packages are available on request. Please contact Dale Cupido: [dale@interactiveafrica.com](mailto:dale@interactiveafrica.com)

ONLINE ADVERTISING OPTIONS



Premium  
rectangle  
270 x 225



MPU  
270 x 225



Skyscraper  
160 x 600



Wide Banner  
690 x 105



Company Name: \_\_\_\_\_ Advertiser: \_\_\_\_\_

VAT Reg: \_\_\_\_\_ Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Website banner options**

TYPE OF AD	SIZE (px)	NUMBER OF IMPRESSIONS	PRICE (ZAR)	JAN	FEB	MARCH	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Run of Site	ALL	Please indicate	R450 CPM												
Premium rectangle	270 X 225	20 000	R12 000 pm												
MPU	270 X 225	20 000	R7 000 pm												
Wide banner	690 X 105	20 000	R5 000 pm												
Skyscraper	160 X 600	10 000	R2 000 pm												
Editorial	N/A	N/A	R6 000 per unit												

**Booking deadline: 15th of each month (or two weeks' notice for per-week banners)****Material deadline: 21st of each month (or one week's notice for per-week banners)**Special instructions  
\_\_\_\_\_

Accounts contact name \_\_\_\_\_ Accounts contact number \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Terms**

This form serves as confirmation of order and legally binds the advertiser to the standard terms and conditions, which are available on request. All accounts are payable within 30 days of invoice. Cheques must be made payable to the publisher Interactive Africa (Pty) Ltd. All prices are exclusive of VAT.

For advertising, please return this form via fax or email. For more information contact:

**SARAH JAYNE FELL**email [sarah@interactiveafrica.com](mailto:sarah@interactiveafrica.com)mobile **+27 84 622 2486**tel **+27 21 465 9966**fax **+27 21 465 9978****Notes**

- For all banners: please provide web banner artwork and the URL of the page to which you wish to link your advertisement
- All web banners to be supplied at 72 DPI and not exceed the following sizes:
  - Animated gifs with a maximum file size of 100 kB
  - SWF flash files with a maximum file size of 150 kB (NB: flash not supported on mobile devices)
- Third-party DFA tags are supported

- Costs exclude VAT and agency commission
- Costs are subject to change without prior notice
- Advertising material to be supplied the Monday preceding the insertion week
- Cancellation fee charged at 50% of the quoted rate if cancelled less than five days prior to booking
- In-house design or resizing of material available on request at an additional cost, subject to availability