



Directors: DE Baillie, E Rousseau

No 1 Carrington Place, 15 Pine Road, Broadacres, Johannesburg

PostNet Suite # 1318, Private Bag X153, Bryanston, 2021

+27 (0)11 027 2466

www.digitalpeppa.co.za

Reg: 2012/041582/07 VAT: 4740267606

2015 ADVERTISING OPTIONS

The AdPeppa advertising engine allows you to advertise across all Digital Platforms, namely our website, apps and mobi site, giving your brand the maximum exposure possible.

Online and mobile advertising is traditionally offered on a Per Impression (CPM) and Per Click (CPC) basis. We have created packages that incorporate both offerings. We also give you the option of having us design your advertisements for you should you not have this facility in-house.

So what does CPM and CPC actually mean?

Per Impression (CPM – Cost Per Impression)

The Per Impression model is based on the actual displaying of your advert. When a user accesses the website or the mobile app, advertisements appear as a banner on the page or application. The displaying of an advert is known as an impression. So basically every time a user sees your advertisement it counts as a single impression.

As users browse through the website or app, so the advertisements change so as not to bombard users with the same content.

Here are some banner advert examples from our app:





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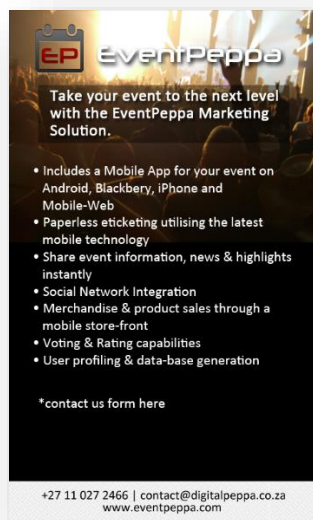
Per Click (CPC – Cost Per Click)

Once a user identifies an advertisement that they would like more information on, they traditionally would “click” on it. This is the CPC model which activates billing only when a user clicks on your advert.

Once clicked, the user is then directed to new web or mobi-web page that contains more information about the product or service you are advertising. The click-through pages need to be designed in such a way that the user’s experience is not altered. I.E. If a user clicks through on a mobile device the click-through page must be mobile friendly so that all the advertisement content is easily visible without having to zoom or tilt screens. A single page usually contains all the information necessary to get the message across.

These advertisements can be in any format you require. Some are just plain text and images. Others contain video or audio components where some require interaction such as completing a form or playing an interactive game. Any interactivity or media on a page would be described as a Media-rich click-through page.

Some examples of a static click-through page can be seen below:





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Premium Adverts

Premium Adverts are full-screen adverts that appear when a user opens a mobile application. In order for them to proceed the user has to physically close the advert by clicking on the "X". Due to their nature we have limited the amount of Premium Advert to 20 per month. This means that these 20 adverts will be rotated evenly throughout the month. To ensure that users are not bombarded by these adverts, they will only see one of these adverts every third time they open the app.

You may purchase more than one slot to ensure that your Advert gets more air time than the others i.e. If you purchase 2 of the 20 slots your advert will appear twice as many times as the others and so on.





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ADVERTISING RATE CARD 2014

BASE PACKAGES CPM (Cost Per Impression)

This is a single banner that will appear at the bottom of the application/webpage. This is a display only option with no click-through web-page or mobi-site. If you would like to add a link to more information on your advertisement then a Per Click cost will be added every time a person clicks on your advert. Please see CPC (Cost per Click pricing below)

2000 Impressions – CPM @ R 0.2995	R 599
3000 Impressions – CPM @ R 0.27	R 810
5000 Impressions - CPM @ R 0.24	R 1200

ADDITIONAL OPTIONS CPC (Cost Per Click)

This is a bolt-on package that allows users to click on your Advert and be re-directed to a webpage that contains more information on your product or service. You would first need to select which impression (CPM) package you require and then specify if you want this click-through capability. You can then provide us with a link so that every click directs to that webpage. We suggest you ensure this click through web-page is mobile-friendly as people may be clicking through from a mobile device. Another word for mobile friendly is “responsive” which allows a page to be viewed from a normal PC’s web browser as well as a mobile devices browser by simply changing the layout.

0 < 1000 Clicks	R 0.28
1000 – 3000 Clicks	R 0.25
3000 < Clicks	R 0.23





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PREMIUM ADVERTS

Premium Adverts are limited to 20 slots per month. You may purchase additional slots should you wish to have your advert displayed more than the others.

The monthly pricing per slot can be found below

Monthly Cost Per slot

R 8450 p/m

ADVERT DESIGN

If you do not have the in-house capacity to design the banners, click-through pages or Premium adverts, we also offer this service. The pricing quoted below is hourly as we do not know how much time your specific advertisement will take

Design cost per hour

R 475 p/h

NOTE: All pricing excludes VAT

