

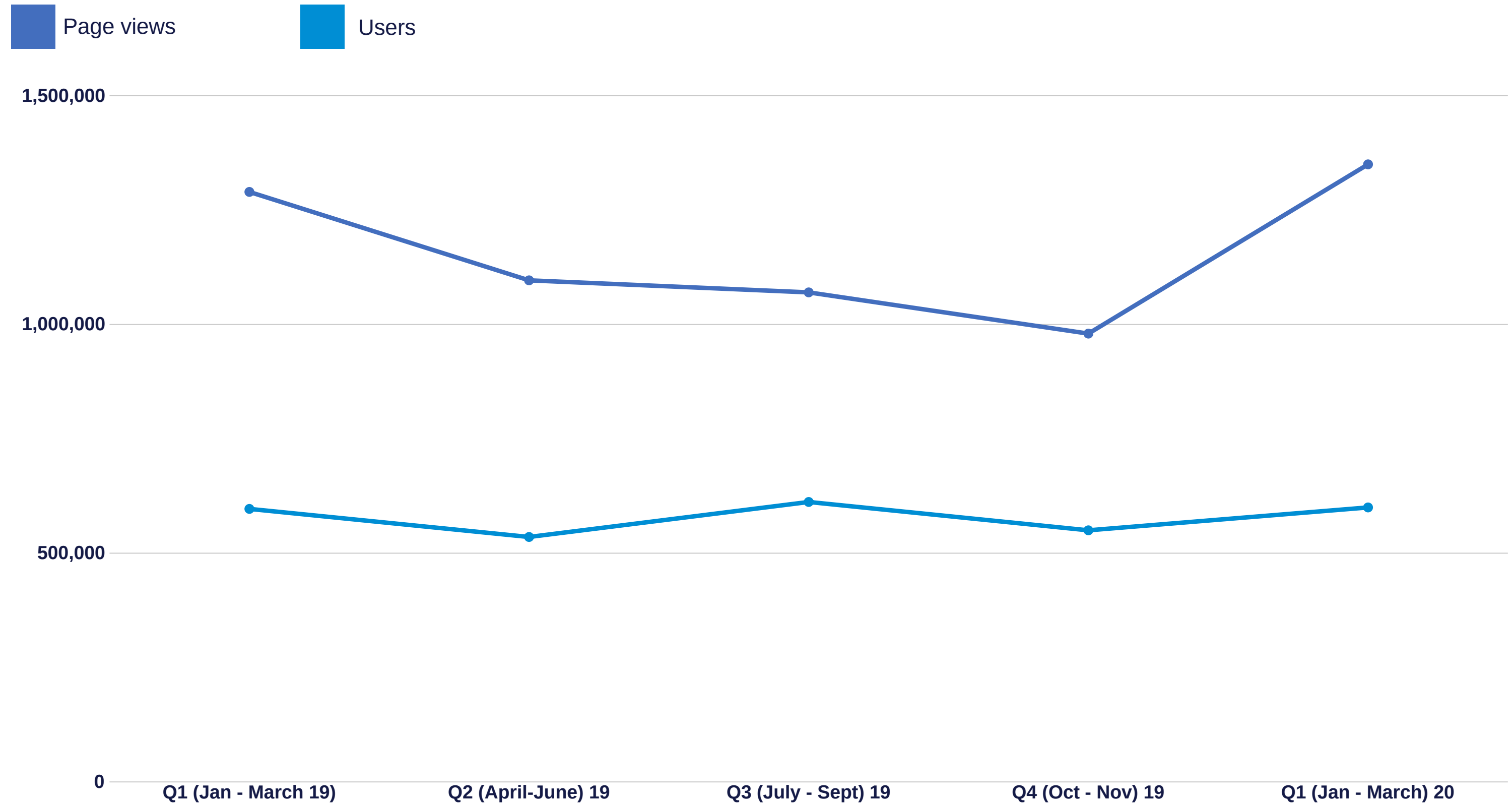
EDUONE HOLDINGS (PTY) LTD

EduConnect

RATE CARD 2019

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Statistics



THE ELEMENTS

The Institution Listing R4200: A dedicated listing in EduConnect Institutions Directory (see example here). Optimised for organic reach and brand awareness.

The Social Media Push R3750: A structured and monitored social media remarketing campaign, whereby the EduConnect team run targeted ads aimed a specified demographic who are unique to the EduConnect brand, which drives traffic to our listing page.



The Elements

Impressions Based Lead Gen CPM = **R480**:

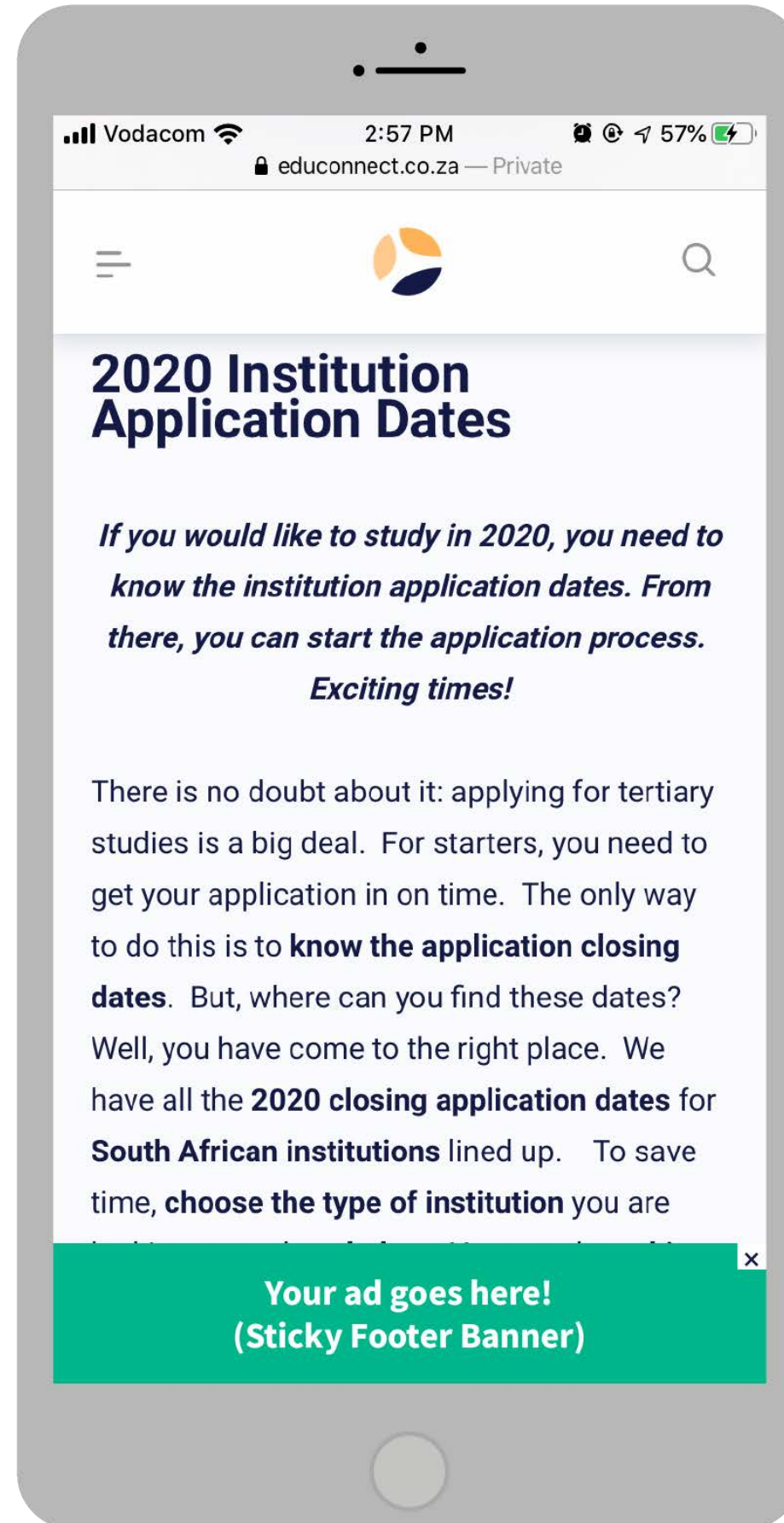
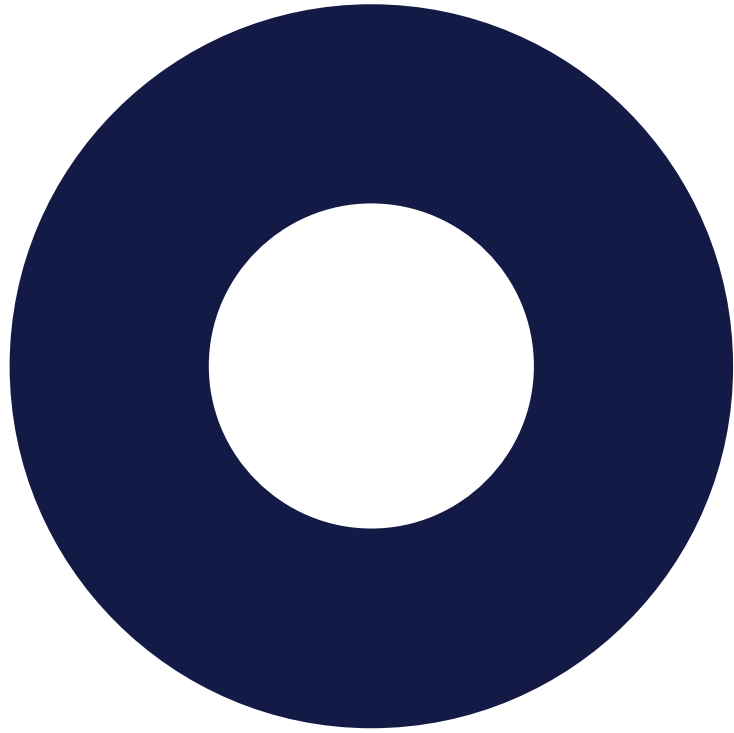
- **Sticky Footer Banner:** **1600 x 350** banner (follows users down the page as the scroll)
- **Big Block Banner:** **600 x 600** static banner:
 - These high impact banner ads are appropriately placed on relevant high traffic pages of EduConnect. Once clicked, an enquiry form will appear, whereby the user will submit an enquiry to the party of interest.



The Elements

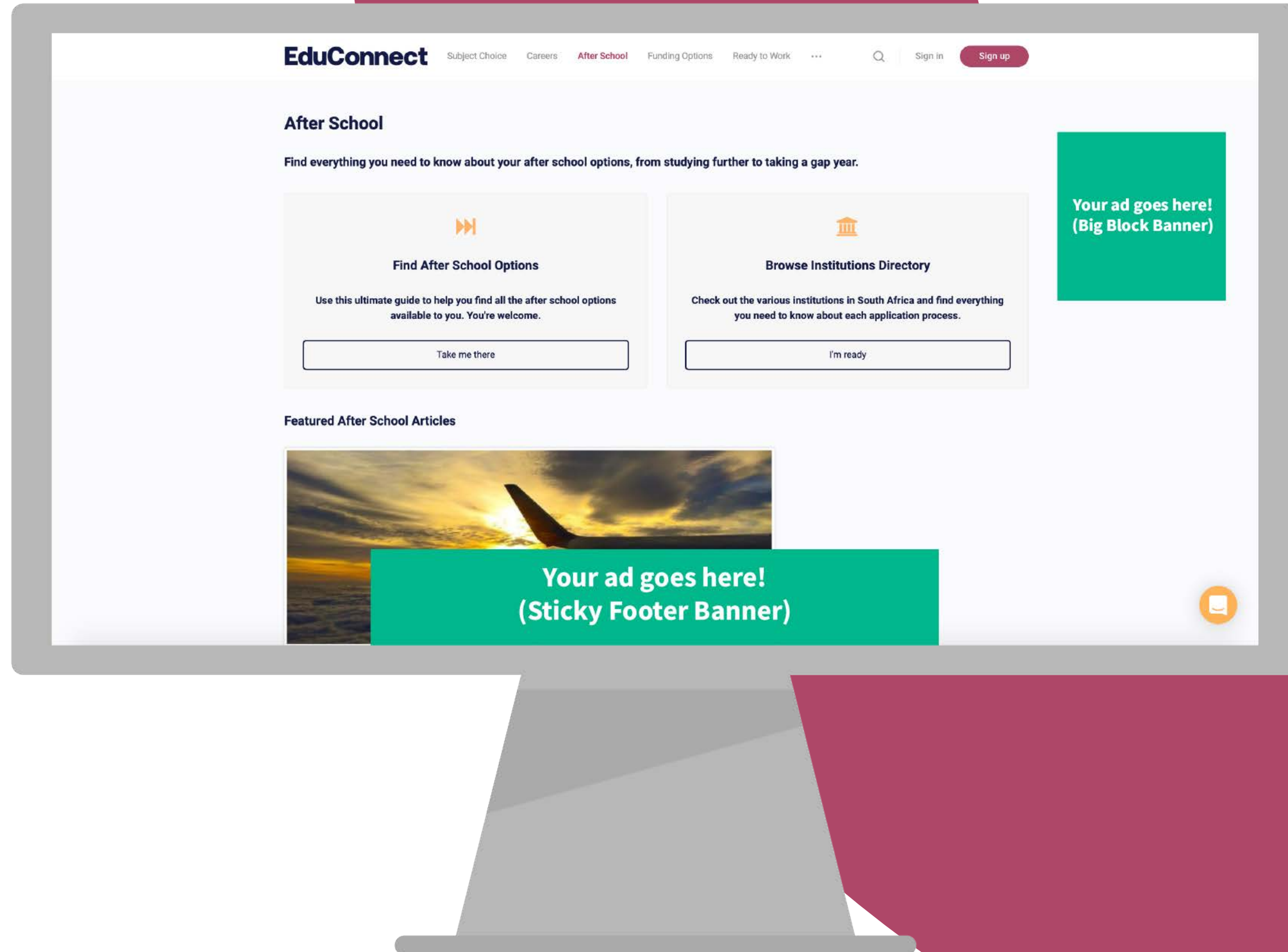
- **The Content Push R1900** per Article: An article or set of articles written by the EduConnect Content Team, that acts as a campaign launchpad, as well as being an engine to drive and harbor traffic for the duration of the campaign.
- **Section Sponsorship (POA)**: Choose a set of articles and have exclusive advertising rights on that section. E.g. University Listings Section (ALL University Listings).





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Web



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