DIGITAL RATE CARD

ADVERTISING	DETAILS	UNIT COST PER WEEK			
		Public Service	Commercial (SME)	Commercial (Corporate)	Commercial (Standard)
BILLBOARDS POSITIONED PROMINENTLY ON OPENING THE APPS					
Billboards	Prominent display on opening each App	450	500	600	800
ADVERTS PLACED IN THE ADVERTISEMENT CHANNEL ON THE APPS					
Video (max 50 secs)	Client advertising on TV and Apps	150	250	300	400
Video (max 50 secs)	Client advertising on the Apps only	250	300	400	500
Audio (max 50 secs)	Client advertising on Radio and Apps	100	150	200	300
Audio (max 50 secs)	Client advertising on the Apps only	200	250	300	400
Poster		150	250	300	400
Announcements & Messages (Text)	Up to 30 words	50	75	100	150
Announcements & Messages (Text)	31 - 50 words	100	125	150	200