



MEDIA MANAGER ONLINE ADVERTISING RATE CARD

<http://online.mediamanager.co.za>

1. What is Media Manager Online

Media Manager Online is South Africa's premier source of rates and data information for the media directors, planners and buyers who plan and buy advertising.

The Media Manager holds information – content description, targets, mechanical specs, performance, original ratecards, management, editorial and advertising contacts - in a sophisticated online database and updates daily. All entries and original ratecards (over 11,000 current and historical are held) are carried and maintained free of charge to media owners. Access is via paid subscription.

Media Inflation Watch (MIW), the official media rate inflation and performance trend statistics, is an added value module of Media Manager. ABC Watch (ABC circulations), Web Watch (online performance) and Rate Watch utilities are part of this module.

Importantly, media are being wrapped into brands to see how traditional platforms such as print/radio/online/newsletters/mobile are integrated into social media like Facebook, Twitter, Youtube etc. This will be a major feature of new Media Manager site due for release shortly.

2. Media Manager Online's penetration of top media-only agencies

Media Manager has over 1000 registered users in more than 140 key companies. They accounted for more than R26 billion of South African adspend in 2011. That is over 80% of the total.

Top Media Manager subscribers include:



Following is an analysis of some important Media Manager subscribers extracted from Tony Koenderman's AdReview 2012:

Full Service Media-only agencies

Rank	Est billing 2011	Company	Media Manager penetration
1	R4600 m	OMD	Every planner & buyer JHB, CT, DBN
2	R3800 m	Mediaedge/Nota Bene	Every planner & buyer JHB, CT
3	R3500 m	MediaShop	Every planner & buyer JHB, CT, DBN
4	R3100 m	Mindshare	Every planner & buyer JHB, CT
5	R1700 m	Carat	Every planner & buyer CT, JHB
6	R1250 m	Starcom/MediaVest	Every planner & buyer JHB
7	R1200 m	MediaCom	Every planner & buyer
8	R1000 m	Universal McCann	Every planner & buyer
9	R735 m	Applied Media Logic	Key planners & buyers
10	R700 m	Initiative Media	Key planners & buyers JHB, CT & DBN
11	R670 m	Vizeum	Every planner & buyer
12	R350 m	Zenith Optimedia	Every planner & buyer
13	R350 m	Full Circle Media	Every planner & buyer
14	R160 m	RMS Media	Key planners & buyers
15	R100 m	Alphabet Soup	Every planner & buyer

Media planning only agencies

1	R1400 m	Page Three/PHD	Every planner & buyer
2	R250 m	Mediology	Every planner & buyer

Total R24865 m

Plus...

Accountable Media, The Agency, Beyond the Blue, Boomtown, ChilliBush, Dare Media, DraftFCB JHB & CT, DWF, Ebony & Ivory, Joe Public, JWT JHB & CT, Lion, Magnetic Communications, Media Force, Media Guys, Media Mix 360, Medialive, Ogilvy Go, Powerhouse, P&P Promotions, Planit Media, Space, Upstream Adv., number of planning consultancies and freelancers

Plus...

most major PR consultancies including 12 out of 12 of the top ones listed by AdReview 2012.

3. November 2012 performance

- 6,903 logins by 605 unique users
- 11.4 average logins per user in one month
- 21,248 print publications/radio stations/digital listings viewed
- 39.9 average titles/stations/digital mediums per unique user in one month
- 3,599 downloads of original media owner ratecards

4. Media Manager Online's role in the sales process

Important planners and buyers of media rely on Media Manager Online because of the quality, quantity and reliability of information and its tools used to output and manipulate the data.

Media Manager Online is like a supermarket of media opportunities. When media planners and buyers are putting together a schedule they surf its "aisles" to look for opportunities, rates, performances and to make comparisons. This is the point of decision – who is on or off the schedule. You can influence those decisions – and the till point - by adding your own buying points and motivations.



ADVERTISING BANNER OPTIONS

Effective 1st January 2013

Two opportunities are available... TopBanners and MediumTowers.



**TOP
BANNER**

R2000/mth

**MEDIUM
TOWER**

R1000/mth

5.1 TopBanner

A TopBanner could provide an important announcement or a reminder of an owner's presence in the media marketplace. You can prompt a visit to your Media Manager Online listing.

Each TopBanner rotates with all other TopBanners in the header frame, thus each banner is exposed repeatedly to all users throughout all surfing sessions.

User action: click through to a company or medium's listing in Media Manager Online, to get more information

Image: Jpeg, max 500 pixels wide x 84 pixels deep (non-standard size), 18kb, no animation

Copy changes: by arrangement, with maximum of weekly

Rate: R2000 (exc VAT) per TopBanner per month

5.2 MediumTower

A MediumTower could provide a summary of your own selling information and motivations. You can prompt a visit to your own website or call for a deal. It is able to speak to planners and buyers who are actively comparing competing mediums.

Each MediumTower appears prominently on the Summary (the default), Content, Target, Frequency/deadlines, Production, Sizes, Contacts and Operations pages, thus selling to users when they are looking at your medium's basic information.

Also your MediumTower...

1. rotates on the category or area list page in which your medium is listed. (A list is created when a user selects an editorial category, eg., Print titles/Women, or area name, eg., Radio stations/Northern Cape, for further investigation.)
2. and it rotates with all other MediumTowers on the Quick Search page – the starting point for all Media Manager data exploration.

Thus every MediumTower is exposed to the full Media Manager audience.

User action: click to popup a Window (need text & image) to provide further information or link to media owner's own company or medium listing in Media Manager Online.

Image: Jpeg, max 190 pixels wide x 400 to 600 pixels deep (Skyscraper format), 18kb, no animation.

Copy changes: by arrangement with maximum of weekly.

Rate: R1000 (exc VAT) per month

5.3 Package

Buy 1xTopBanner + 1xMediumTower

Pay R2500 instead of R3000 (less R500, ie 16.7%) per month (exc VAT)

5.4 Terms

6 months in advance or by arrangement. Rates exclude VAT and advertising agency commission.

SOME OF OUR PREVIOUS BANNER ADVERTISERS:



<http://online.mediamanager.co.za>

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