



Digital & Direct Marketing Advertising Rate Card

www.auctioneering.co.za

For all your advertising requirements contact:
advertising
@auctioneering.co.za

All site banners also appear on:
mobi.auctioneering.co.za

All Adverts appear
on SAIA's
Facebook page



		Members		Non Members	
Type	Description	Price (Standard)	Price (Animated)	Price (Standard)	Price (Animated)
Top Banner	Large Banner at top of the page (in header) and a paragraph on services and sponsors page.	R800 pm	R900 pm	R1000 pm	R1200 pm
Middle Banner on the left	Middle banner on the left of page and a paragraph on services and sponsors page.	R640pm	R750 pm	R900 pm	R1100 pm
Middle Banner on the right	Middle banner on the right of page and a paragraph on services and sponsors page.	R640pm	R750 pm	R900 pm	R1100 pm
Banner in SAIA member monthly statistic reports Emails to SAIA members (once a month)					
Top Banner	Banner at top of Emails to SAIA members	R600	R700	R1100	R1300
Bottom Banner	Banner on left of Emails to SAIA members	R400	R500	R1000	R1200



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		Members		Non-Members	
Type	Description	Price (Standard)	Price (Animated)	Price (Standard)	Price (Animated)
Banner in Auction Alerts to subscriber database					
Top Banner	Weekly auction alerts (4 consecutive alerts)	R1000	R1500	R1800	R1900
Middle Banner on left	Weekly auction alerts (4 consecutive alerts)	R800	R900	R1600	R1800
Middle Banner on right	Weekly auction alerts (4 consecutive alerts)	R800	R900	R1600	R1800
Direct Marketing - White Mailers & Auction Invitations					
<ul style="list-style-type: none"> • Mailer branded with Auctioneer logo and listing of auctioneers auction sent to buyers database. • Auction invitation branded with auctioneers' logo sent to buyers database. 					
New White Label auction	White labelled targeted alerts distributed to buyers database	R 4200 per 4 consecutive alerts	Not applicable	Not applicable	Not applicable
White Label Invite	Distribute a white label auction invitation to database (1 mailer)	R 3000	Not applicable	Not applicable	Not applicable
White label Combo	White label Invite & white label auction alert	R 5500	Not applicable	Not applicable	Not applicable



All Adverts appear on SAIA's Facebook page





Other Direct Marketing Campaigns & Design		
Type	Description	Price
Targeted Direct Marketing at SAIA Members	Distribute direct marketing mailers to SAIA Members	R 1000.00 per email campaign
Artwork Design cost for the design of banner design for Web, Auction Alert, Statistic Report & White Labelled Mailers* <i>* Members only</i>	Design of banners	R2500.00
	Design of animated banners	R 3500.00