

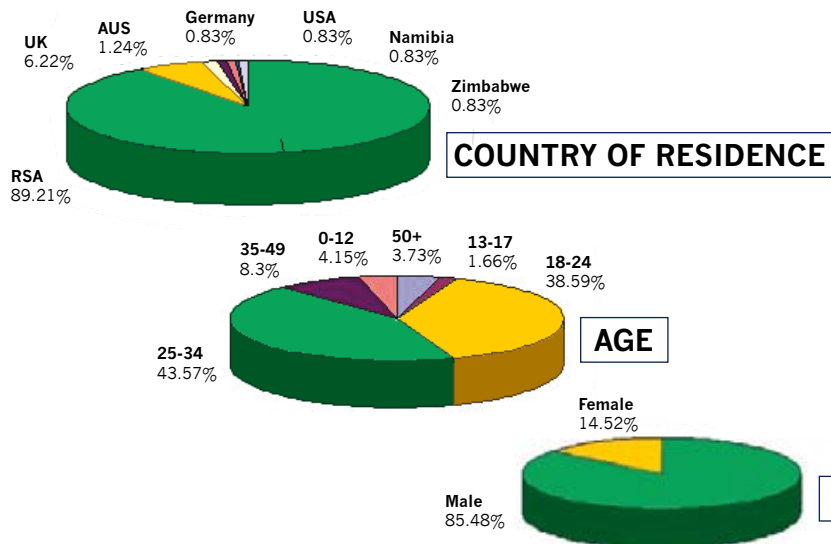
SARugby.com Rate Card

About SARugby.com

As an informative platform for all the latest rugby news happening in South Africa, SARugby.com provides top class content in their frequently updated articles featured online. With the Fantasy League driving roughly 26 000 unique visitors to the site alone, there is every reason to expect these figures to continue growing, ensuring Habari Media a healthy partnership with SARugby.com.

South Africa's passion for rugby is an unrivalled love affair. And SARugby.com's passion for servicing the country's rugby fans reaches the same towering levels of affection. With a growing portfolio of unique users and an expanding base of page impressions (rising rapidly from 12 000 just two years ago), SARugby.com has become the one-stop website spot for all South Africa rugby buffs. Boasting live scoring, streaming desktop news, an unparalleled stats centre, and a monthly newsletter that reaches 15 000 subscribers to quell their thirst for rugby knowledge, the site continues to grow from strength to strength. If you're rugby mad, you'd be mad to miss out on SARugby.com. It's more than just 80 minutes.

Demographics



Ad Placements

SARugby.com's homepage is the most comprehensive gateway to rugby hands down. The easy-to-navigate homepage provides breaking headline news from around the globe; covering all prominent leagues and competitions from the Super 14, local Currie Cup to World Cup build up – SARugby.com has all the news and information a rugby fan could dream of getting their hands on.



Pricing Table

Section	Ad placement	Creative size	Max File Size Gif	Max File Size Flash	CPM Rate
Homepage	Super Banner	728x90	20 KB	25 KB	R 160
	Island Ad	300x250	20KB	25KB	R 190
Run of Site	Super Banner	728x90	20 KB	25 KB	R 120
	Skyscraper	160x600	20 KB	25 KB	R 140

Available Targeting

Category Targeting:

Tri Nations, Springboks, Currie Cup, Columns, European, Lions Tour, Other News, Six Nations, World Cup & Super 14.

Sponsorship Opportunities

To sponsor a specific series or team please contact us for more exciting package options.

Virtual Replays

SARugby.com offers users the opportunity to review virtual replays of the most popular matches and match plays. Sponsors have the opportunity to own this virtual environment much like the increasingly popular in-game advertising offered on many sports computer games. Please contact us for more information.

Other Available Advertising Opportunities

Homepage content block feature permanently above the fold.

Weekly – R5 000 **Monthly** – R15 000

About Habari Media

Habari Media is a local Marketing Agency founded in 2004 comprising two principal business units: Media and Promotions. Habari Media is our online media sales arm that has developed a portfolio with the largest on-line reach in Africa. Our second unit, Habari Direct, is a below-the-line agency with a completely unique offering in the African market. Habari Direct boasts unrivaled sales promotion case studies, creative flair and record results. Habari focuses its effort on providing service to clients across the entire African continent with a company policy that emphasises meeting and exceeding customer expectation.

Contact Details

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