



e-Zines | Email newsletters | Website

# ee publishers

## Electronic Media Advertising 2017

Take advantage of our global presence  
and make your business grow

Contact our sales department | 011 543-7000 | [sales@ee.co.za](mailto:sales@ee.co.za)

# EE Publishers Advertising: Website 2017 (Sample page)

## Prices per month plus VAT

<p>&gt;35 000</p> <p>Global advert</p> <p>Left</p> <p>220x870 pixels</p> <p>30 Days</p> <p>4 ads max (rotating)</p> <p>R23 850 (for both left and right side)</p>	<table border="1"> <tr> <td>All pages: &gt;35 000</td> <td>Top left</td> <td>4 ads max (rotating)</td> <td>728x90 pixels</td> <td>30 days</td> <td>R7416</td> </tr> </table>	All pages: >35 000	Top left	4 ads max (rotating)	728x90 pixels	30 days	R7416	<table border="1"> <tr> <td>All pages: &gt;35 000</td> <td>Top right</td> <td>4 ads max (rotating)</td> </tr> <tr> <td>240x90 pixels</td> <td>30 days</td> <td>R3596</td> </tr> </table>	All pages: >35 000	Top right	4 ads max (rotating)	240x90 pixels	30 days	R3596		<table border="1"> <tr> <td>All pages: &gt;35 000</td> <td>Masthead right</td> <td>4 ads max (rotating)</td> </tr> <tr> <td>300x90 pixels</td> <td>30 days</td> <td>R4214</td> </tr> </table>	All pages: >35 000	Masthead right	4 ads max (rotating)	300x90 pixels	30 days	R4214	<p>&gt;35 000</p> <p>Global advert</p> <p>Right</p> <p>220x870 pixels</p> <p>30 Days</p> <p>4 ads max (rotating)</p> <p>R23 850 (for both left and right side)</p>											
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NB: Besides special positions, adverts may move within the column.

## EE Publishers Advertising: Website 2017 (Sample page)

### Prices per month plus VAT

EE Publishers offers advertising on its website in the form of electronic media video adverts and banner adverts.

Position – EE Website	Advert type, placement	Pages	Ad rotate	Size (w x h) in pixels	Duration	Price (plus VAT)
All pages Left and right	Global advert	>35 000	Shared 4 ads max	220 x 870	30 days	R23 850
All pages Top left	Banner advert	>35 000	4 ads max	728 x 90	30 days	R7416
All pages Top right	Banner advert	>35 000	4 ads max	240 x 90	30 days	R3596
All pages Masthead right	Banner advert	>35 000	4 ads max	300 x 90	30 days	R4214
All pages Bottom	Carousel advert	>35 000	4 ads max	950 x 60	30 days	R7416
All pages Top right sidebar	Prime banner advert	>35 000	4 ads max	300 x 250	30 days	R5438
All pages Top right sidebar strip	Prime banner advert	>35 000	4 ads max	300 x 90	30 days	R2889
All pages Right sidebar	Exclusive banner advert	>35 000	1 ad max	300 x 250	30 days	R17 303
All pages Right sidebar	Banner advert or video advert	>35 000	4 ads max	300 x 250	30 days	R4944
All pages Right sidebar strip	Banner advert	>35 000	4 ads max	300 x 90	30 days	R2624
EE homepage Left or centre column	Banner advert or video advert	1	1 ad max	300 x 250	30 days	R4944
Magazine homepage Left or centre column	Banner advert or video advert	1	1 ad max	300 x 250	30 days	R4326

#### Technical notes and specifications

- Static banner adverts must be JPG files less than 30 kB.
- Animated banner adverts must be GIF files less than 50 kB.
- Banner adverts must have dimensions in pixels as per the above table.
- Banner adverts must use web-safe fonts and colours.
- Banner adverts submitted with the wrong dimensions may be resized by EE Publishers which may result in some loss of clarity and sharpness.
- Banner adverts submitted that do not use web-safe fonts and colours may result in changes and loss of quality when published in the e-newsletters.
- Banner adverts may include a link (URL) to the client's website or a designated web page or email address.
- Video adverts to be hosted by client on YouTube, with URL provided to EE Publishers for embedding into webpage.

#### Commercial notes

- The above prices do not include for the design of website adverts, and prices are quoted on request on a case-by-case basis.
- Website adverts and URLs must be received by EE Publishers one week prior to the date of placement.
- Invoices are issued on placement of website adverts, and payment is 30 days from date of invoice.
- All website adverts are subject to the EE Publishers standard terms and conditions of sale at [www.ee.co.za/about/terms-of-sale](http://www.ee.co.za/about/terms-of-sale).

**NB: Advert copy must be supplied per calendar month.**

## 2017 Advertising rates for EE Publishers' e-newsletters

EE Publishers offers advertising in its e-newsletters, EE-News, EngineerIT e-News, PositionIT e-News, Energize e-News, and Vector e-News, in the form of top banner adverts, body banner adverts and/or sidebar column adverts.

Details and prices are per email newsletter, as follows:

Newsletter	Details	Size (pixels)	Price (exc VAT)
<b>EE-News</b> (±12 000 individual email addresses)	Top banner ad	600(w) x 75(h)	R9214
	Sidebar column ad	150(w) x 200(h)	R3011
	Double sidebar ad	150(w) x 400(h)	R6029
	Body banner ad	395(w) x 75(h)	R3011
	Double body banner ad	395(w) x 150(h)	R6029
<b>EngineerIT e-News</b> (±8000 individual email addresses)	Top banner ad	600(w) x 75(h)	R6584
	Sidebar column ad	150(w) x 200(h)	R2421
	Double sidebar ad	150(w) x 400(h)	R4817
	Body banner ad	395(w) x 75(h)	R2421
	Double body banner ad	395(w) x 150(h)	R4817
<b>PositionIT e-News</b> (±8000 individual email addresses)	Top banner ad	600(w) x 75(h)	R6584
	Sidebar column ad	150(w) x 200(h)	R2421
	Double sidebar ad	150(w) x 400(h)	R4817
	Body banner ad	395(w) x 75(h)	R2421
	Double body banner ad	395(w) x 150(h)	R4817
<b>Energize e-News</b> (±8000 individual email addresses)	Top banner ad	600(w) x 75(h)	R6584
	Sidebar column ad	150(w) x 200(h)	R2421
	Double sidebar ad	150(w) x 400(h)	R4817
	Body banner ad	395(w) x 75(h)	R2421
	Double body banner ad	395(w) x 150(h)	R4817
<b>Vector e-News</b> (±8000 individual email addresses)	Top banner ad	600(w) x 75(h)	R6584
	Sidebar column ad	150(w) x 200(h)	R2421
	Double sidebar ad	150(w) x 400(h)	R4817
	Body banner ad	395(w) x 75(h)	R2421
	Double body banner ad	395(w) x 150(h)	R4817

### Technical notes and specifications

- Static top banner, body banner and sidebar column adverts must be JPG files less than 30 kB.
- Animated top banner, body banner and sidebar column adverts must be GIF files less than 50 kB.  
**Please note:** Animated advertisements may appear static when opened in some e-mail software formats.
- Top banner, body banner and sidebar column adverts must have dimensions in pixels as per the above table.
- Top banner, body banner and sidebar column adverts must use web-safe fonts and colours.
- Adverts submitted with the wrong dimensions may be resized by EE Publishers which may result in some loss of clarity and sharpness.
- Adverts submitted that do not use web-safe fonts and colours may result in changes and loss of quality when published in the e-newsletters.
- Top banner, body banner and sidebar column adverts may include a link (URL) to the client's website or a designated web page or email address.

### Commercial notes

- The above prices do not include for the design of the top banner, body banner or sidebar column adverts.
- If required, we can design top banner, body banner or sidebar column adverts for clients, and prices are quoted on request on a case-by-case basis.
- Top banner, body banner or sidebar column adverts must be received by EE Publishers one week prior to the date of the e-mail out.
- Invoices are issued after the relevant e-newsletter is sent, and invoices are payable in 30 days from date of invoice.
- All banner and sidebar column adverts in EE Publishers' e-newsletters are subject to the EE Publishers standard terms and conditions of sale [www.ee.co.za/about/terms-of-sale](http://www.ee.co.za/about/terms-of-sale).