

ADVERTISING RATES 2018

For booking availability and advertising materials specifications, submit enquiries to info@samra.co.za



AUDIENCE NUMBERS

SAMRA Members

105+ Organisation Members
1,700+ Associate Members
120+ Independent Members

SAMRA Website (members and non-members)

2,000+ website user-subscribers
90,000+ unique visitors (2017)
130,000+ visits with an average of 5 pages and 3 minutes per visit (2017)

SAMRA WEBSITE ADVERTISEMENTS

Advertisers: SAMRA Members

1 Mar to 28 Feb booking cycle on a first come first served basis. 3 Months maximum continuous booking per member, and one booking a year by any one SAMRA member unless the schedule is open. <http://www.samra.co.za/category/samra-ads-sponsors/>

Advertisement:	1 month	2 months	3 months
Top right sidebar display box: Home page	R 4,000.00 ex. VAT	R 7,000.00 ex. VAT	R 9,000.00 ex. VAT
Top right sidebar display box: Main Menu pages	R 2,000.00 ex. VAT	R 3,500.00 ex. VAT	R 5,000.00 ex. VAT
Bottom banner: Menu pages	R 3,000.00 ex. VAT	R 5,000.00 ex. VAT	R 8,000.00 ex. VAT
Top banner: Online Directory page	R 2,000.00 ex. VAT	R 3,500.00 ex. VAT	R 5,000.00 ex. VAT

SAMRA ONLINE DIRECTORY

Advertisers: SAMRA Members

Advertise at any time. Book online and request specifications from the SAMRA office. <http://www.samra.co.za/directory/>

Advertisement:	ZAR ex. VAT
Agency profile: 12 months display incl. logo, thumbnail, contact details (organisation name, addresses, phone numbers and email addresses), contact person, social media links, website link, profile/description, business hours	5,000.00
Agency listing: 12 months display incl. thumbnail and contact details (organisation name, one address, one phone number and one email address)	3,000.00
Research Venue Directory: 6 months display advert – alphabetical	R 2,000.00
Research Venue Directory: 12 months display advert – alphabetical	R 3,200.00

JOURNAL OF MARKETING RESEARCH (Electronic and Print)

Advertisers: SAMRA Members and Non-Members

Distributed at the end of each calendar year in print to SAMRA Organisation Members, Independent Members, SAMRA Accredited Marketing Researchers and Higher Education Libraries and relevant Academic Departments and published electronically on the SAMRA website for all members. Sold to Non-member subscribers and members requiring print copies or back issues.

Prime Positions:	ZAR ex. VAT
Inside Front Cover	4,200.00
Inside Back Cover	3,600.00
Outside Back Cover	4,800.00

Normal Positions:	ZAR ex. VAT
Double page (2 x A4)	5,900.00
Full page (A4)	3,600.00
Half A4 Page	2,400.00
Quarter Page	1,200.00

CAREER OPPORTUNITIES

Advertisers: SAMRA Members and Non-Members

Type	ZAR ex. VAT
Members: Web site post and link per job advert under Careers section (120 days)	R 1,600.00
Non-Members: Web site post and link per job advert under Careers section (120 days)	R 3,200.00

THIRD PARTY EVENTS, PRODUCTS AND SERVICES

Advertisers: SAMRA Members and Non-Members

Type	ZAR ex. VAT
Web site link under third-party resources section: 120 days	R 3,200.00
Banner at the bottom of one SAMRA-scheduled newsletter/newsflash email to members: ad hoc/once-off	R 3,200.00
Educational webinar for SAMRA members	R 3,200.00