

ADVERTISING RATES 2019

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



AUDIENCE NUMBERS

SAMRA Members 1,500+ members	SAMRA Website (members and non-members) 2,000+ website subscribers 90,000+ unique visitors per year 130,000+ visits per year with an average of 5 pages and 3 minutes per visit
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SAMRA DIRECTORY Advertisers: SAMRA Members

Advertise at any time. Add your advertising materials online. <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

SAMRA WEBSITE ADVERTISEMENTS Advertisers: SAMRA Members

Request specifications from the SAMRA office. 1 Mar to 28 Feb booking cycle on a first come first served basis. 3 Months maximum continuous booking per SAMRA 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

JOURNAL OF MARKETING RESEARCH (Electronic and Print) Advertisers: SAMRA Members and Non-Members

Distributed at the end of each membership 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	Normal Positions:	ZAR ex. VAT
Inside Front Cover	4,200.00	Double page (2 x A4)	5,900.00
Inside Back Cover	3,600.00	Full page (A4)	3,600.00
Outside Back Cover	4,800.00	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