

## website advertising rate card 2018

**Thislife Online** is a contemporary, visually exciting lifestyle magazine which inspires its readership with stories of hope from Cape Town and beyond. Its roots lie in Cape Town churches but its readership is broad, reaching through Cape Town to elsewhere in South Africa. With its online launch, we also anticipate a growing global readership.

To advertise with us, please contact Rebecca on 082 540 5166 or [ads@thislifeonline.co.za](mailto:ads@thislifeonline.co.za)

Cape Town's Southern Suburbs,  
wider Cape Town & beyond

Age: 7 – 65 and beyond  
LSM 7+

Language: English  
Stories of hope & more

### full width banner advert

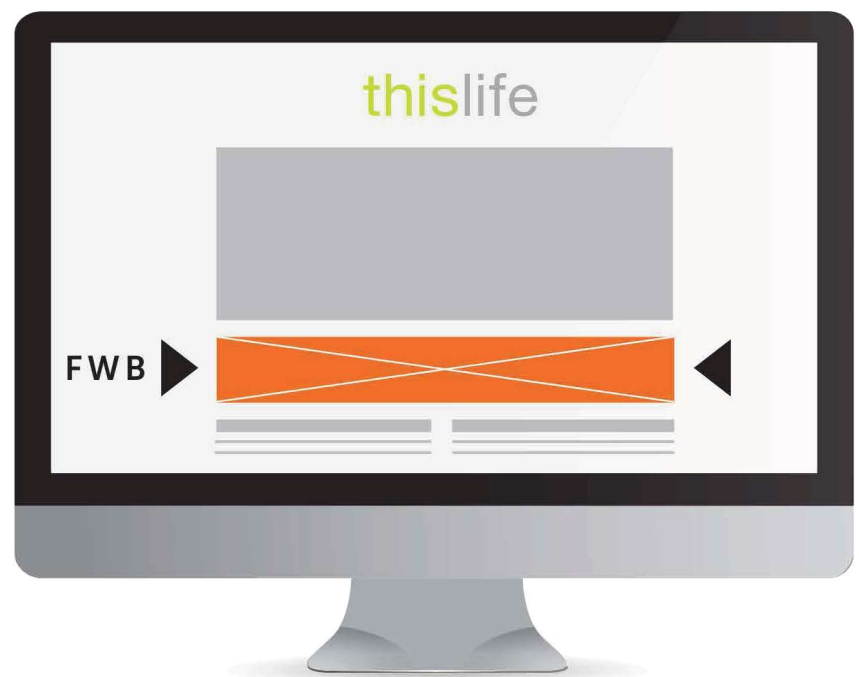
Size in **pixels**: 170 (h) x 1168 (w)

Qty available: 9

Pages: Home, Life Support Directory,  
Competitions

Artwork: RGB, 72dpi, JPEG

All ads with a white or light  
background must include a 1x1 pixel  
border.



#### FULL WIDTH BANNER (FWB)

PAGE	QTY AVAIL.	HEIGHT px	WIDTH px	2 MONTHS	4 MONTHS	12 MONTHS 10% discount
HOME	3	170	1168	R 2 120	R 3 180	R 8 585
LIFE SUPPORT DIRECTORY	3	170	1168	R 2 120	R 3 180	R 8 585
COMPETITIONS	3	170	1168	R 2 120	R 3 180	R 8 585

#### PAGE SPONSOR (PS)

PAGE	QTY AVAIL.	3 MONTHS	12 MONTHS 10% discount
CORPORATE	13	R 1 230	R 4 430
PERSONAL	13	R 1 230	R 4 430
ANONYMOUS	Unlimited	R 1 230	R 4 430

# side banner adverts

**LARGE:**

Size in **pixels:** 600 (h) x 340 (w)

**SMALL:**

Size in **pixels:** 240(h) x 340(w)

Qty available: 30+ of each

Pages: All articles, Life Support Directory, Competitions

Artwork: RGB, 72dpi, JPEG

All ads with a white or light background must include a 1x1 pixel border.



LARGE SIDE BANNER (LSB)								
PAGE	QTY AVAIL.	HEIGHT px	WIDTH px	2 MONTHS		4 MONTHS		12 MONTHS 10% discount
ARTICLE CATEGORY*	3 x 10	600	340	R	1 485	R	2 545	R 6 870
COMPETITION PAGE	1	600	340	R	1 485	R	2 545	R 6 870
LIFE SUPPORT DIRECTORY	3	600	340	R	1 485	R	2 545	R 6 870

SMALL SIDE BANNER (SSB)								
PAGE	QTY AVAIL.	HEIGHT px	WIDTH px	2 MONTHS		4 MONTHS		12 MONTHS 10% discount
ARTICLE CATEGORY*	3 x 10	240	340	R	740	R	1 270	R 3 430
COMPETITION PAGE	1	240	340	R	740	R	1 270	R 3 430
LIFE SUPPORT DIRECTORY	3	240	340	R	740	R	1 270	R 3 430

If you would like **thislife** to design an ad for you, we will do so with pleasure. Please enquire about our very reasonable rates. We will need the following from you: **logo or photo, link to your website, Facebook or email, contact number and up to 15 words of text.**

If selecting a side banner advertising option, please specify the article category you wish to appear in. \*ARTICLE CATEGORIES AVAILABLE:

- |  |  |
|--|--|
| <input type="checkbox"/> Stories of Hope   | <input type="checkbox"/> Cook SA style |
| <input type="checkbox"/> Everyday Heroes   | <input type="checkbox"/> SA humour     |
| <input type="checkbox"/> Work Life         | <input type="checkbox"/> Sporty Moment |
| <input type="checkbox"/> Cape Town Living  | <input type="checkbox"/> Healthy Life  |
| <input type="checkbox"/> Shop South Africa | <input type="checkbox"/> Parent Life   |