

# Advertising Menu 2020 Rate Card



foodfocus  
THE RIGHT WAY

How can we help you promote your products and services,  
& showcase your brand to the South African food industry?

[www.foodfocus.co.za](http://www.foodfocus.co.za)

# Advertising Rate Card 2020

Version 1 | Jan 2020



## HOW OUR SERVICES WORK

Food Focus is in the business of food compliance. We do this primarily through education via our website, [www.foodfocus.co.za](http://www.foodfocus.co.za) offering technical guidance, insight and education from a range of industry professionals.

We are also able to place your information in front of the food professionals who may need the solutions you are offering to assist them in achieving food compliance or may need the technical insights you could offer through editorial content.

If you are looking to reach the market, we will meet with you to understand your business objectives for the months ahead, and will support and advise you on the trends, needs and factors affecting the food industry, so that we can help put together a strategic plan which will allow you to support the industry and meet your own business objectives.

We will put together a campaign where we advise on the best tactics to allow you to reach the market. We will provide you with a project plan for the duration of your contract, and expert guidance along the way.

We bring niche industry expertise and digital marketing knowledge together in a way that few other companies can offer. Overleaf is a breakdown of the different ways we can help.

## FREE INDUSTRY SUPPORT

Food Focus is an impartial and neutral party, providing equal opportunity for all advertisers on our platform, with the aim to support and educate the food industry in South Africa.

Our resources are available to industry associations, governmental or parastatal bodies, we will publish your news and activities online at no cost and will share your content via social media.

If you feel that your company is doing something right (for example, you've just achieved certification, or you have a great carbon footprint) then let us know about it, we're all about promoting people who put compliance into practice. If that is your company, then give us a call and your brand might be the subject of our next company feature! Likewise, if you have a CSR project that is making a difference, send us your photos and news, we will share this on social media to encourage others to be socially responsible.

If you have a ready-to-publish press release, we will share it on our Industry News page.

## CLIENT LOYALTY BENEFITS

At Food Focus we value relationships, and we want to provide those advertisers who have supported us regularly with access to loyalty benefits. This will be provided in the form of ad hoc discounts on some of our offerings such as events, access to preferential booking, and loyalty discounts on repeat contracts.

It also means that any leads we might receive will be forwarded to all our advertisers who can assist, and we will gladly share your information with prospective clients. As a valued client you will have access to key opportunities first, because we believe in building relationships that add value.

**Want to chat with us in more detail about your needs?**

**Just drop us a line [info@foodfocus.co.za](mailto:info@foodfocus.co.za)**

# Advertising Rate Card 2020

Version 1 | Jan 2020



## SUPPLIER SHOWCASE

Need to connect with potential customers? Our goal is to build one of the most comprehensive supplier directories in the industry which will offer ever increasing exposure for your services.

We regularly have enquiries for services or products, and we forward these enquiries to the suppliers listed in our Directory.

<b>1.1</b>	<b>Directory Listing – BASIC</b> Listing in 1 Supplier Directory category only No logo on listing	<b>DLB</b>	No charge
<b>1.3</b>	<b>Directory Listing - SUPER</b> Logo with listing 1 additional listing in another category One off Social post on 1 Listing of your choice on commencement 12 month term ONLY, once off payment	<b>DLS</b>	R1255 per year
<b>1.4</b>	<b>Directory Listing - PREMIUM</b> Listing in up to 3 Supplier Directory categories Logo visible on listings One off Social post on 1 Listing of your choice on commencement Logo on home page showcase block (only 16 places available) 6 or 12 month term only	<b>DLP</b>	R 5 700 for 6 months (R 950/month)  R 11 100 for 12 months (R925/month)
<b>1.5</b>	<b>Directory Listing – BUDGET BUSTER</b> 1 Listing Logo visible on listings 1 mini banner ad – internal pages (300x300) 1 social post per month on LinkedIn Supplier Directory page  6 months only, full payment up front <b>Only</b> available for companies less than 2 years old, or where you are a “one man band” – this has been heavily discounted to help you build your brand – because it’s the right thing to do!	<b>DBB</b>	R2,615 per 6 months
<b>2.</b>	<b>Advertorial Feature</b> (Advertorial on company, product, or service) Published on our website in Supplier News Section One A4 page fully branded advertorial Also visible on your primary Directory Listing Shared once on two of our social platform (at our discretion)	<b>ADV</b>	R2,875 per advertorial  Stays on our website for the duration of contract

View the Directory: <http://www.foodfocus.co.za/home/Supplier-Directory>

# Advertising Rate Card 2020

Version 1 | Jan 2020

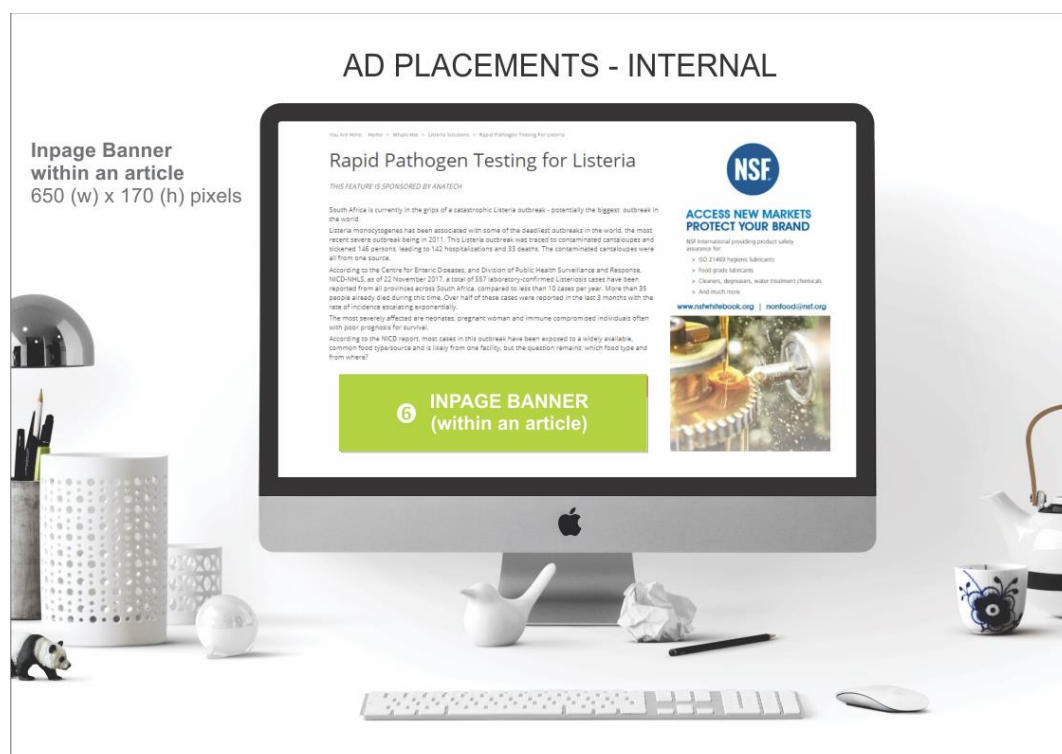


## EXPAND YOUR BRAND

Brand awareness sets you apart from your competitors and can position you as a thought leader or influencer in the food industry.

3.1	<p><b>Editorial feature (with or without copywriting)</b> (750-1000 words) Informative article on a topic of your choice</p> <p><b>Topic can be related to your services but with no commercial slant</b> Client credited as author Contact details at bottom of article</p> <p><b>Article includes an ad banner linking to your website or email</b> <i>*Ad banner artwork to be provided (design available if needed at cost)</i></p> <p>Your ad banner* remains live within article for the duration of contract. Shared once on two of our social platforms (at our discretion) Article featured on homepage for 1 week</p> <p>* Cost if content provided by client ** Cost if content researched and written by Food Focus (ghostwriting)</p> <p>Alternative content such as video, webinar, podcast welcome and are charged at a rate of R4050/item.</p>	EDC/ EDF	<p>R4050 per editorial*</p> <p>R6140 per editorial**</p>
-----	--	-------------	--

Where will your in-page banner be displayed? See an example below.





# Advertising Rate Card 2020

Version 1 | Jan 2020



<b>5.</b>	<b>Sponsored Infographic</b> Creation of a visual piece of content on a topical issue. Data to be provided by client, design by Food Focus 2 revisions included in price Cobranded with client and FF logos Reference credited to you and linked to your website Shared once on two of our social platforms (at our discretion)	<b>SPI</b>	R6,140 per infographic
-----------	---	------------	------------------------

<b>6.1</b>	<b>Sponsored Webinars (45-60mins)</b> Creation and hosting of webinar & registration process Event listing in the Food Focus events directory Social promotion of event (multiple pre-event posts & one post event) Hosting of recording on our YouTube site & website (post event) Registrant details to be provided to you.	<b>WEB</b>	R7,400 per webinar
------------	--	------------	--------------------

<b>7.1</b>	<b>Newsletter Banner</b> Banner advert or short feature in one of our newsletters Sent to our database of 2,000 plus	<b>NLB</b>	R1,500 per banner
------------	--	------------	-------------------

## PRIME PROPERTY

Whether you have a specific event or product to advertise or want your brand to stand out, we have the spot to showcase your brand to the industry. Rotating GIF images are accepted.

**NOTE:** Prime Advertisers (i.e. advertisers with Leaderboard or halfpage banner for 6 months minimum) will be given first options on special opportunities and benefits which may come available during the year through the Food Focus network and campaigns.

## Leaderboard Banners

Highest visibility on ALL website pages, great for brand exposure and awareness

<b>8.1</b>	<b>Homepage Leaderboard banner – visible on all pages (Ad hoc, 6 or 12-month contracts)</b> Prime location on our home page Linked directly to your website 1 social welcome post on commencement	<b>HLB</b>	R3,135 per month ad hoc  R18,090 for 6 months (R3,015 per month)  R34,610 for 12 months (R2,885 per month)
------------	--	------------	--

# Advertising Rate Card 2020

Version 1 | Jan 2020



## Halfpage Banners on our HomePage

High visibility on home page, contains more content, great for conversion to specific goals

<b>8.2</b>	<b>Homepage Halfpage Banner – visible on home page only (Ad hoc, 6 or 12-month contracts)</b> Prime location on our home page Linked directly to your website 1 social welcome post on commencement	<b>HHB</b>	R2,510 per month  R13,950 for 6 months <i>(R2,325 per month)</i>  R25,080 for 12 months <i>(R2,090 per month)</i>
------------	--	------------	---

## Halfpage Banners on our Internal pages

Good visibility on internal pages, high volume of traffic, contains more content, great for conversion to goals

<b>9.</b>	<b>Internal Halfpage Banner – visible on all internal pages (Ad hoc, 6 or 12-month contracts)</b> High traffic location visible on all internal pages Linked directly to your website 1 social welcome post on commencement	<b>IPB</b>	R2,900 per month ad hoc  R16,145 for 6 months <i>(R2,690 per month)</i>  R 30,723 for 12 months <i>(R2,560 per month)</i>
-----------	--	------------	---

## Mini Banners on our Internal pages

These offer great value, along with fair visibility. They are visible on internal pages, which have a high volume of traffic, and allows you to promote a specific events product or service and direct leads to your website.

<b>10.</b>	<b>Mini Banner – visible on all internal pages (Ad hoc, 6 or 12-month contracts)</b> High traffic location visible on all internal pages Linked directly to your website 1 social welcome post on commencement  <b>*Great value for money!</b>	<b>MIB</b>	R1750 per month ad hoc  R9,900 for 6 months <i>(R1650 per month)</i>  R18,600 for 12 months <i>(R1550 per month)</i>
------------	---	------------	--

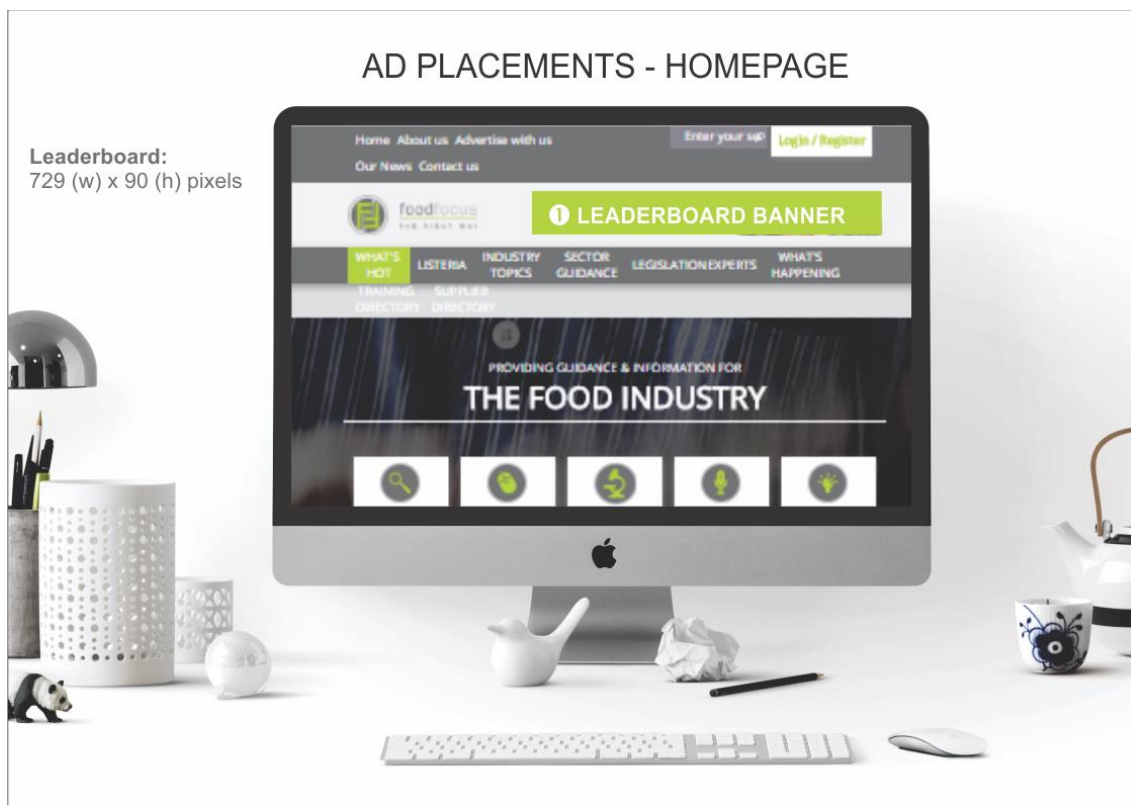
**Need to know where these banners are on the website?**

**Look out for the green blocks on the images below for an indication of where to find them.**



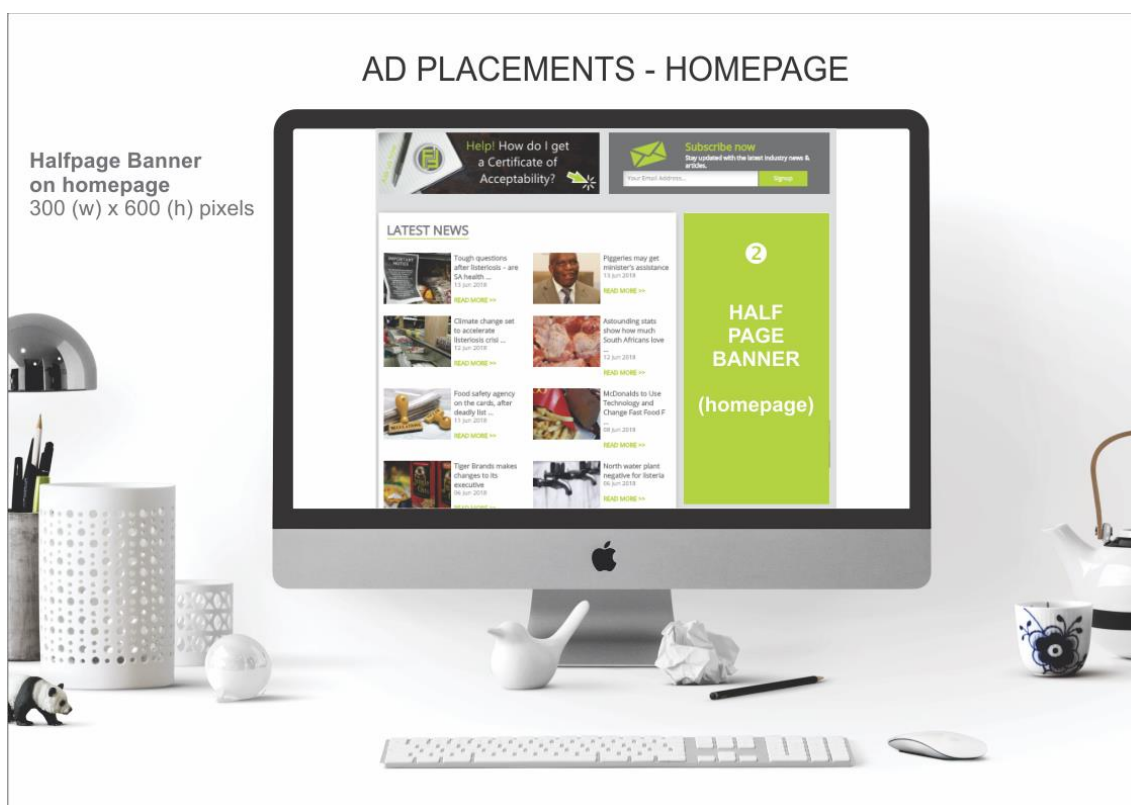
## AD PLACEMENTS - HOMEPAGE

**Leaderboard:**  
729 (w) x 90 (h) pixels



## AD PLACEMENTS - HOMEPAGE

**Halfpage Banner on homepage**  
300 (w) x 600 (h) pixels





## AD PLACEMENTS - HOMEPAGE

**Premium Subscribers**  
Logo featured on home page - linked to your profile

The screenshot shows a desktop monitor displaying the homepage. The top section is titled 'FEATURED DIRECTORY SUPPLIERS' and contains eight green squares, each with a white number '3'. Below this is the 'UPCOMING EVENTS' section, which lists three events: 'Africa Big 7 2018', 'The Hotel Show Africa 2018', and 'Food Safety Culture Workshop'. Each event has a brief description and a 'READ MORE' link.

## AD PLACEMENTS - INTERNAL

**Halfpage Banner on internal pages**  
300 (w) x 600 (h) pixels

**Mini Banner**  
300 (w) x 300 (h) pixels

The screenshot shows a desktop monitor displaying an internal page. The main content area has a headline 'Astounding stats show how much South Africans love chicken' and several paragraphs of text. On the right side of the page, there are two green banners: a 'HALF PAGE BANNER' and a 'MINI BANNER'. The halfpage banner has a white number '4' and the text 'HALF PAGE BANNER (on internal pages)'. The mini banner has a white number '5' and the text 'MINI BANNER'.



# Advertising Rate Card 2020

Version 1 | Jan 2020



## TRAINING COURSE DIRECTORY

We can assist with exposure for your training courses and company events, while providing user easy access to a range of events. The Training Course Directory is promoted in Food Focus newsletters, website and social media and enquiries will be directed to advertising clients first. Client will load their own events.

<b>11.1</b>	<b>Training Event Listing – Once off</b> 1 listing in the Learning Hub (live for max of 3 months)	<b>TLO</b>	<b>R315</b>
<b>11.2</b>	<b>Training Event Listing – BASIC (12 months)</b> 24 listings in the Learning Hub (used over 12 months i.e 2 per month) 1 page of Advertorial in Month 1 + social welcome on commencement	<b>TLB</b>	<b>R6,900 per 12 months</b> <i>That is R575 per month</i> <i>That is R287,50 per event</i>
<b>11.3</b>	<b>Training Event Listing – PREMIUM (12 months)</b> 60 listings in the Learning Hub (over 12 months i.e 5 per month) 1 page of Advertorial in Month 1 + social welcome on commencement 1 social post a month (promoting a course)	<b>TLP</b>	<b>R15,720 per year</b> <i>That is R1310 per month</i> <i>That is R262 per event</i>

**NB:** Client to load their courses each month via the link provided.

Advertorial and/or banner artwork to be provided by client or charged at R575/hour if designed by us.

**View our Training Directory:** <http://www.foodfocus.co.za/home/News-and-Events/Training-Courses>

## SPECIAL EVENTS

Technical knowledge is a much-needed resource in the industry – what better way to use it than to make it accessible to the people who need it! Through sponsorship we can arrange topical industry events that position you face to face with the right audience, giving you the opportunity to network and give back.

**NOTE: Our Most Valued Clients (MVC's) may receive discounted rates on these events based on their average monthly spend. The more you spend the greater the discounts\***

**NOTE: Where events are arranged on behalf of a client, special terms and conditions may apply.**

### Event Coordination – Your Company Workshop

Looking to host your own bespoke event for the food industry? We can assist with everything from a bespoke online registration site, to assistance with compiling a speaker list, physical support on the day, and PR on-site on the day of the event.	POA
--	-----

### Media Partnerships

If have an upcoming event for the food industry, Food Focus is available to act as a Media Partner and promote the event via our website, social media and newsletters – ask us more.	POA
---	-----

**Watch out for upcoming Event Sponsorship opportunities as first-come-first served!**

# Advertising Rate Card 2020

Version 1 | Jan 2020



## SOCIAL COMMOTION

We have all heard of the power of social media. And it's no lie. Our brand is flourishing on social media, so let us introduce your brand into the conversation. We are active on Facebook, Twitter, LinkedIn.

<b>12.7</b>	<b>Social Post – Ad Hoc</b> You are live on our site, let us showcase your brand and services. 1 x Social post*	<b>SPA</b>	R1050 each
-------------	---	------------	------------

**NB: SOCIAL PROMOTION IS ONLY AVAILABLE TO PREMIUM ADVERTISERS WITH A LEADERBOARD OR A HALF HOMEPAGE BANNER (6 OR 12-month contract)**

<b>12.8</b>	<b>Social Promotion – 1 a month (6 or 12-month contracts)</b> You are live on our site, but now you want people to notice you. We can introduce you to our audience and share your story, product or service showcase your brand and what sets you apart. 1 x Social post per month*	<b>SPO</b>	R1020 a month (6-month contract)  R995 a month (12-month contract)
<b>12.9</b>	<b>Social Promotion – 2 a month (6 or 12-month contracts)</b> You are live on our site, but now you want people to notice you. We can introduce you to our audience and share your story, product or service showcase your brand and what sets you apart. 2 x Social post per month*	<b>SPT</b>	R1935 per month (6-month contract)  R1880 a month (12-month contract)
<b>12.10</b>	<b>Paid Social Advertising - Ad Hoc</b> Any of your scheduled social posts can be boosted with the use of paid social advertising. Budget to be agreed upon.	<b>SPB</b>	POA
<b>12.11</b>	<b>Social media campaign</b> We can assist you in setting up your corporate social media accounts and developing bespoke social campaigns to integrate with your website	<b>SPC</b>	POA

**\*Note:**

Each post will be posted on at least 2 of our social channels.  
Nature of posts and will determine which platforms are used.  
Posts and boosts to be implemented at our discretion



# Advertising Rate Card 2020

Version 1 | Jan 2020



**WAIT, THERE'S MORE!**

<b>13.</b>	<b>Design Services</b> Need banners, adverts, company logos, event invitations, documentation, etc? Not a problem.	<b>DSR</b>	R575 per hour
------------	---	------------	---------------

<b>14.1</b>	<b>Writing of Press Releases</b> Also published free on industry news page on our website	<b>PRW</b>	R3,130 per press release (with 2 rounds of edits)
-------------	--	------------	---

View recent press releases: <http://www.foodfocus.co.za/home/News-and-Events/Training-Courses>

<b>15.</b>	<b>Print Media Placements</b> In addition to our own range of offerings, we can assist you with placement of your advertisements or advertorial in key industry publications, depending on your objectives. Chat with us to see what we recommend.	<b>PMP</b>	15% placement fee on top of the publication's advertising rates
------------	--	------------	---

<b>16.</b>	<b>Career Listings</b> Need to list a position which you need filled? 1 x listing in our Career Directory (live for up to 6 months) 1 x listing in our Career Directory + 1 x Social post in 2 channels View Careers page: <a href="http://www.foodfocus.co.za/home/Careers">http://www.foodfocus.co.za/home/Careers</a>	<b>CAL</b>	R315 per listing R940 per listing with social
------------	--	------------	--

<b>17.</b>	<b>Lead generation</b> We can gate any of your existing content items on our website. Users are required to provide their contact details in order to access gated content, and a report of these contact details will be sent to you on a monthly basis.  <b>Please note:</b> this service is ONLY offered in conjunction with another piece of content that you have contracted to publish on our website, which is of enough value to a user to download: ie this content could be an editorial, a whitepaper, a webinar, a video or similar. It cannot be used in conjunction with a commercial piece of content such as an advertorial or event listing.	<b>LGW</b>	R1020 – if you take a 1 month contract  R995 per month - if you take a 3-month contract
------------	--	------------	---

## Please note

- Our prices are subject to change
- Spaces and packages are subject to availability
- We are a neutral and impartial service provider.

Want to chat with us in more detail about your needs?  
Just drop us a line [info@foodfocus.co.za](mailto:info@foodfocus.co.za)

# Advertising Rate Card 2020

Version 1 | Jan 2020



## TECHNICAL SPECIFICATIONS

### Online Banners

Leaderboard Banner:	Share of View <b>12</b>	Size: 729 (width) x 90 (height) pixels	250kb
Homepage Half Page Banner:	Share of View <b>18</b>	Size: 300 (width) x 600 (height) pixels	250kb
Internal Half Page Banner:	Share of View <b>24</b>	Size: 300 (width) x 600 (height) pixels	250kb
Internal Mini Banner:	Share of View <b>36</b>	Size: 300 (width) x 300 (height) pixels	150kb
Homepage featured suppliers (logo)	Share of View <b>16</b>	Size: 300 (width) x 300 (height) pixels	250kb

### Article & Newsletter Banners

In-page Banner	Within Article	Size: 700 (width) x 200 (Height) pixels	250kb
Newsletter Banner	Within Newsletter	Size: 700 (width) x 300 (Height) pixels	250kb

### Images Specifications (including logos)

Colour Format	File Types	File Sizes
RGB	JPG, PNG, GIF	As specified above, per item