

Thank you for your interest in advertising at Going Green. Our focused direct response advertising opportunities are in keeping with our mission to “*inspire and empower people in going green*”. Advertising @ Going Green gives you the opportunity to present your products or services to a demographic interested in going green. In keeping with our mission we want to see you succeed – so we will be keeping you informed of how your advertisement is doing on a monthly basis.

ONLINE ADVERTISEMENTS

From as little as R45!

What is an online advertisement?

An online advertisement is a highly visible and visually enticing link-based promotional strip. Online advertisements act as a quick and easy point of entry to products or services. Your advertisement can consist of a logo, contact details, text, a slogan or a catch phrase, company colours and one or two small images.

Where can I place my advertisement?

You can place your advertisement on the various content pages (inclusive of the home page) of our website, on the directory or recycler pages or in our quarterly newsletter.

Content pages: You can potentially advertise on any page of our website which contains an advertising unit. Content-based advertising addresses a broad demographic of green-interested visitors from all over the world. By placing your ad into an article dealing with a specific topic you can connect with people specifically interested in this topic.

Advertising in content



Directory pages: Advertising in the **Going Green Directory** gives you the opportunity to address an extremely focused demographic in search of green products and services in Africa. In our fast-paced world, the sooner people can find what they're looking for, the better. Your strategically placed banner advertisement will help people to *find you* and *stop looking*.

If you are trying to reach customers generally interested in green products or services, you can reach them with an ad on the Directory home page.



Advertising suited to visitors already in search of green products or services.

120
x
280

If your offerings span over *multiple sub-categories*, or if you would like to reach people in search of *green savings*, then we recommend that you either place your ad on the main green coupon page or in a main category of the directory. Main category ads will generally be seen before sub-category ads. If, however, you would like your ad to reach a *truly focussed market-group* then we recommend that you place your ad in a sub-category – sub-category ads will be seen by visitors looking specifically for your particular product or service. The choice is yours – life, after all, is like a chocolate box! ☺



Advertising suited to visitors in search of green savings, products and services

120
x
280

468 x 60



Advertising suited to visitors in search of exactly your type of product or service

468 x 60

120
x
280



Advertising suited to visitors in search of exactly your type of product or service

468 x 60

120
x
280

Recycler pages: Advertising in the **Going Green Recycler** gives you the opportunity to address a considerably broader demographic. People browsing through the Recycler have recycling and/or African interests at heart.

If you are trying to reach people who are generally in search of ideas, items, products and services, then we recommend that you either place your ad on the "All Ads" page, the "All Ads of Listee" page or the Recycler home page.

Advertising suited to visitors generally in search of ideas, items, products and services

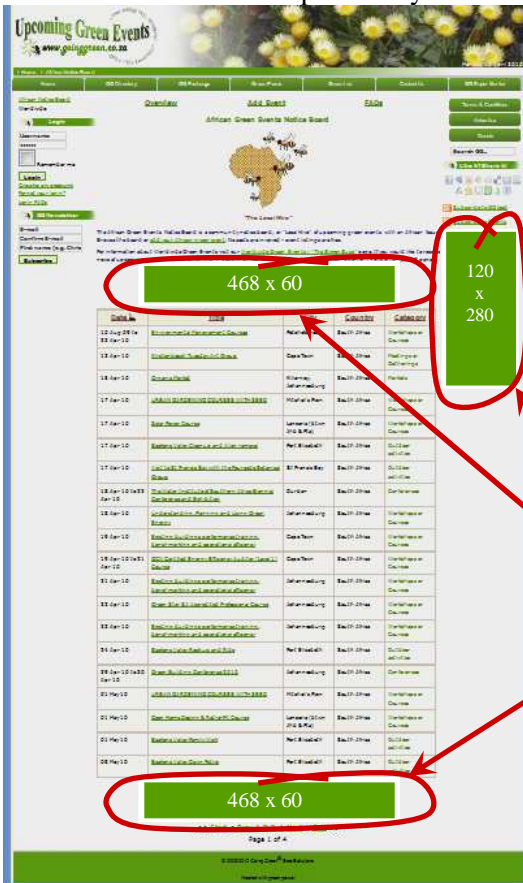


If you would like your ad to reach a *more focussed market-group* then we recommend that you place your ad in a specific Recycler category. Category ads will be seen by visitors looking specifically for the type of products or services you offer. The choice is yours.



Advertising suited to visitors in search of exactly your type of product or service

African Events pages: Advertising on the **African Green Events Notice Board** allows you to address people interested in green events. These slots are specifically recommended if you want to highlight an event of your own.



Newsletter: You are welcome to advertise in our quarterly newsletter. The advertising format is restricted to BANNER advertising.

What happens when businesses or individuals click on my advertisement?

You can elect either to have your banner advertisement link *directly to your website* or to your *detailed directory listing*, or to a *small informative page* containing your contact details which we arrange for you on our website.

What are specifications for the advertisements?

You have three options depending on which page you want to advertise on (just check which type is available on that page):

1. Width: 468px, height: 60px – also known as a BANNER
2. Width: 234px, height: 60px – also known as a HALF BANNER
3. Width: 120px, height: 280px – also known as a VERTICAL BANNER
4. Width: 120px, height: 600px – also known as a SKYSCRAPER

The maximum size is 60kB.

Out of respect for epilepsy-sufferers and visually impaired visitors to our website we request that flashing and popping images be slowed down or avoided in designs.

I don't have a pre-made advertisement. Can you help me?

Absolutely! Although we are not professional designers, we are responsible for the design of all the graphics on our website. If you like our style then send us your images, logos, text, slogans or catch phrases, describe what you have in mind and we will do our best to assist you. Advertisement design (and if necessary, setting up of a small informative page containing your contact details on our website) is charged at a rate of R110 per design. If you select advertising options to the value of R350 or more, however, we will render this service free of charge.

How do you charge?

We charge per impression, usually called cost per thousand impressions or CPM. One of our goals is to encourage small African enterprises and consequently we offer several very affordable options. We have especially small tailored-made packages which will enable you to experiment with advertising campaigns on our website without breaking your piggy bank.

How do I know how long my ad will run or how many impressions I need to buy?

Every page on our website receives a different number of impressions (based on popularity) per month. This changes with time and content and is generally always increasing. If you have a specific spot in mind, then contact us and we'll let you know how many impressions the spot had over the last while. This will help you to figure out how long a specific package will last, or how many impressions you should buy to cover a certain period. Having said this, you can also elect to spread the number of impressions you purchase per advertisement over several advertising positions on our website. The implication is

that your advertisement will be displayed on several pages of our website (meaning that your advertisement will get more exposure), but this also means that the number of impressions you've purchased will run out faster – the choice is yours, and we're happy to be of assistance.

I would like to advertise for a specific time-period. Is this possible?

Just let us know what you have in mind and we'll do our best to accommodate you.

I would like to run several advertisements on your site - is there some form of discount available?

Yes and no. We only charge according to impressions. That is, if you would like to have several advertisements across our site, then your impressions will simply be used up faster. If you have several ads then you may consequently have to select a larger package of impressions and these packages are cheaper per impression than the smaller packages.

What does it cost?

Advertisement costs depend both on the size of the advertisement and the advertising location. Specific positions in the directory or recycler, for example, are focussed on a specific topic and will consequently be viewed by niche-targeted traffic. This gives rise to the cost-differentiation in our pricing structure.

Content pages:

BANNER (468x60)

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R45	R90	R0.09
1000	R80	R80	R0.08
2000	R140	R70	R0.07
5000+	R300	R60	R0.06

VERTICAL BANNER (120x280)

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R55	R110	R0.11
1000	R100	R100	R0.10
2000	R180	R90	R0.09
5000+	R400	R80	R0.08

SKYSCRAPER (120x600)

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R125	R250	R0.25
1000	R240	R240	R0.24
2000	R460	R230	R0.23
5000+	R1100	R220	R0.22

Directory, Recycler and African Events pages:

HALF BANNER (234x60) on the *directory home page*

Advertising on this page is targeted at visitors already in search of green products or services.

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R45	R90	R0.09
1000	R80	R80	R0.08
2000	R140	R70	R0.07
5000	R300	R60	R0.06

BANNER (468x60) on the main [green coupon page](#) of the **directory**, or on the [category pages](#) of either the **directory** or the **recycler**.

Advertising on these pages is targeted at visitors who are either specifically in search of green savings ([green coupon page](#)), or are already looking for exactly your type of product or service.

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R95	R190	R0.19
1000	R180	R180	R0.18
2000	R340	R170	R0.17
5000+	R800	R160	R0.16

BANNER (468x60) in the [“All ads”](#) or [“All ads of Listee”](#) pages of the **recycler** or the **African Events home page**. Advertising on these pages is targeted at visitors who are generally in search of items, products and services.

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R85	R170	R0.17
1000	R160	R160	R0.16
2000	R300	R150	R0.15
5000+	R700	R140	R0.14

VERTICAL BANNER (120x280) on the **directory home page**, the **recycler home page**, [“All ads” page](#) or the [“All ads of Listee” pages](#) or the **African Events home page**.

Advertising on the directory home page is targeted at visitors already in search of green products or services.

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R100	R200	R0.20
1000	R190	R190	R0.19
2000	R360	R180	R0.18
5000+	R850	R170	R0.17

VERTICAL BANNER (120x280) on the main [green coupon page](#) of the **directory**, or on the [category pages](#) of either the **directory** or the **recycler**.

Advertising on these pages is targeted at visitors who are either specifically in search of green savings ([green coupon page](#)), or are already looking for exactly your type of product or service.

<i>Impressions</i>	<i>Price</i>	<i>Price per 1000 impressions</i>	<i>Price per impression</i>
500	R110	R220	R0.22
1000	R210	R210	R0.21
2000	R400	R200	R0.20
5000+	R950	R190	R0.19

Newsletter:

Newsletter advertising is restricted in format to BANNERS (468x60). The following table is for comparative information purposes only. The exact charge depends on the number of subscribers at the time. Contact us and we can let you know what numbers are associated with a particular publication.

<i>Subscribers</i>	<i>Price</i>	<i>Equivalent price per 1000 subscribers</i>	<i>Price per subscriber</i>
500	R125	R250	R0.25
1000	R240	R240	R0.24
2000+	R460	R230	R0.23

Prices are in South African Rand

No VAT is charged

Note: Rates listed in this table apply from 16 January 2010

Applicable Terms and Conditions can be found on www.goinggreen.co.za

How do I order?

Please ask for the advertisement request form, complete it and send it to advertise@goinggreen.co.za.

Going Green[®] Eco-Solutions CC - *inspiring ideas empowering people*[®]

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