



Sales Rate Card 2011



Mobile Advertising Opportunities

Visibility	Real Estate
<p>Splash Screen</p> <p>Targeted, full colour ad display</p> <p>Tradepost Message</p> <p>Text message sent to all MXit users who log in on that day, delivering extensive reach for your brand</p> <p>Bandit</p> <p>Run competitions, surveys or awareness campaigns within MXit's bandit portal</p>	<p>Brand App</p> <p>Your own branded space to display info, competitions, voting and content etc. for consumer brand engagement</p> <p>Advanced Splash</p> <p>Splash ad with 'click' functionality to add your brand app to the user's personal contact list</p> <p>App Message</p> <p>Text message sent to your brand app subscribers, driving traffic to your app</p> <p>Hosted Chat Zone</p> <p>Create a virtual world to suit your brand's personality and stimulate engagement with consumers</p>



Visibility Advertising - make your brand visible

Oct 2011 - Mar 2012

Splash Screen				
Reach	Av Frequency	Av Views	CPM Views	Base Price
Starter Pack (first time adv. only) 60,000 bundle <i>*Incl. artwork, for first time advertisers only</i>				R 34,995.00*
60,000 bundle <i>Additional users up to 109,999 @ R1.03 ea</i>	7	420,000	R 147.14	R 61,800.00
110,000 bundle <i>Additional users up to 219,999 @ R0.82 ea</i>	7	770,000	R 133.51	R 102,800.00
220,000 bundle <i>Additional users up to 329,999 @ R0.68 ea</i>	7	1,540,000	R 125.32	R 193,000.00
330,000 bundle <i>Additional users up to 439,999 @ R0.55 ea</i>	7	2,310,000	R 115.93	R 267,800.00
440,000 bundle <i>Additional users above 440,000 @ R0.41 ea</i>	7	3,080,000	R 106.59	R 328,300.00
Additional Splash artwork per campaign				R 3,210.00

Tradepost Message	
Options	Total
2-day pack (48h)	R 57,245.00
1-day pack (24h)	R 34,347.00

Bandit	
Options	Total
Bandit broadcast message (48h)	R 16,050.00
Competition (for 2 weeks)	R 6,955.00
Listing (basic)	R 3,210.00
Listing with Content	R 5,270.00
Listing with Forms	R 6,955.00
Listing with Content & Forms	R 9,015.00

All prices exclude agency commission and VAT

Real Estate - own your space on MXit

Oct 2011 - Mar 2012

Brand Portal / App				
Description	Set-up	Listing p/m	Dev cost	Total
Starter Pack (first time adv. only) Advertising splash bundle 60,000 App listing - 3 months App messages - 1 pack				R 30,000.00
App - option 1 (development done by MXit)	N/A	R 4,815.00	R 3,210.00	R 8,025.00
App - option 2 (no MXit development required)	R 5,885.00	R 4,815.00	N/A	R 10,700.00

Advanced Splash
Refer to Splash Screen advertising on Visibility page

Portal / App Message	
Pack Description	Total
App messages (48h) - pack of 3	R 16,050.00

Portal / App add-ons	
Content	Total
Design and load skins (batch of 5)	R 2,060.00
Design and load wallpaper (batch of 5)	R 2,060.00
Ringtones & video clips (batch of 5)	R 2,060.00
<i>*Note: 5 videos max, each 1.5MB max. Ringtones max size 300kb.</i>	

Text updates	Total
Cost per update	R 514.67

Forms	Monthly Fee
Sales lead generation forms	R 642.00

CMS	Monthly Fee
CMS to manage your own brand app	R 2,500.00

Hosted Chat Zone		
Description	Set-up	Monthly Fee
Hosted chat zone Sponsored messages @ R0.03 ea	R 6,119.00	R 6,119.00
For chat zone add-ons see advanced rate card		

All prices exclude agency commission and VAT