

**CLIMATE CHANGE THINKERS FORUM: PACKAGES**

[www.25degrees.net](http://www.25degrees.net)

**MAXI EVENTS: 120 - 200 PEOPLE**

<p><b>PLATINUM PACKAGE PREMIUM SPONSOR</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Marketing &amp; promotional space</li> <li>• Speaking opportunity for sponsor</li> <li>• Exhibition opportunities</li> <li>• Promotional space in <i>25° in Africa</i> magazine</li> <li>• Promotion on the <i>25degrees.net</i> website</li> <li>• Promotion on the <i>25degrees.net</i> newsletter</li> <li>• Handing out of marketing collateral</li> </ul> <p><b>Sponsorship: ZAR 180 000 excl VAT</b></p>	<p><b>GOLD PACKAGE</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Marketing &amp; promotional space</li> <li>• Exhibition opportunities (space dependent)</li> <li>• Promotional space in <i>25° in Africa</i> magazine</li> <li>• Promotion on the <i>25degrees.net</i> website</li> <li>• Promotion on the <i>25degrees.net</i> newsletter</li> </ul> <p><b>Sponsorship: ZAR 120 000 excl VAT</b></p>
<p><b>SILVER PACKAGE</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Marketing &amp; promotional space</li> <li>• Exhibition opportunities (space dependent)</li> <li>• Promotion on the <i>25degrees.net</i> website</li> <li>• Promotion on the <i>25degrees.net</i> newsletter</li> </ul> <p><b>Sponsorship: ZAR 90 000 excl VAT</b></p>	<p><b>BRONZE PACKAGE</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Marketing &amp; promotional space</li> </ul> <p><b>Sponsorship: ZAR 70 000 excl VAT</b></p>

**MINI EVENTS: 40 - 80 PEOPLE**

<p><b>SINGLE SPONSORSHIP</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Marketing &amp; promotional space</li> <li>• Speaking opportunity for sponsor</li> <li>• Exhibition opportunities</li> <li>• Promotional space in <i>25° in Africa</i> magazine</li> <li>• Promotion on the <i>25degrees.net</i> website</li> <li>• Promotion on the <i>25degrees.net</i> newsletter</li> <li>• Handing out of marketing collateral</li> </ul> <p><b>Sponsorship: ZAR 45 000 excl VAT</b></p>
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All rates exclude VAT.



**CONTACT US**

**MEDIA IN AFRICA (Pty) Ltd**  
Tel: +27 (0) 12 347 7530 • Fax: +27 (0) 12 347 7523

**Marlene E van Rooyen** Tel: +27 (0) 83 327 3746  
E-mail: [marlene@25degrees.net](mailto:marlene@25degrees.net)

First Floor, Unit G, Castle Walk Corporate Park,  
Cnr Nossob & Swakop Streets,  
Erasmuskloof Ext. 3, Pretoria,  
South Africa

**2012  
ONLINE RATE CARD**

**AFRICA'S INDEPENDENT ENERGY PORTAL**



**AWARD-WINNING PUBLICATION**





## Overview of 25degrees.net

Grow your business with Africa's leading and most trusted independent energy publication and portal. Get all the latest news, information and independent commentary in both digital and print format, better understand the African energy markets and access expert knowledge and resources.

For more information about us, visit [www.25degrees.net](http://www.25degrees.net).

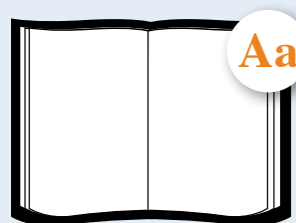
**50% INCREASE**  
in page views  
(Jan-Sep 2011)

## READERSHIP

The readership of 25° in Africa reaches an extensive local and overseas target market. The print edition is supported by a monthly newsletter and is available to view as a digital publication free online. Our target audience includes such frontline organisations as:

- Local and foreign government departments
- Municipalities and utilities
- Energy agencies
- Financial institutions and organisations
- Business organisations
- Agricultural organisations
- Development organisations
- Members of energy associations
- South African embassies overseas
- Foreign representation in South Africa
- Research organisations and tertiary institutions
- Professional and industry associations
- Industry project hosts
- Carbon brokers, exchangers, developers
- DNA and CDM promotion offices
- Risk managers, buyers
- Verification lawyers and DOE's
- Mining houses
- Architects
- Consulting engineers

## AVAILABLE VIA YOUR FAVOURITE PLATFORM



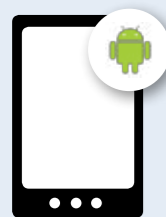
PRINTED MAGAZINE



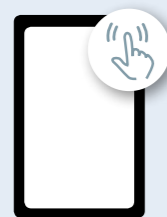
LAPTOPS & DESKTOPS



IPHONE & IPADS



ANDROID DEVICES



TOUCH-SCREEN DEVICES

Get the latest  
product & trade info online at  
[www.25degrees.net](http://www.25degrees.net)

## 25degrees.net ONLINE RATES

Build your company's brand worldwide every day. Our Total Access bundled solutions provide you with the ultimate convenience and the opportunity to reach thousands of site visitors simultaneously. Talk to a captive audience about your brand, products and services.

### TOTAL ACCESS MARKETING PROGRAMME

TYPE	STANDARD	FEATURED	PREMIUM PLUS
Business Listings	Directory only	Featured company	Featured company
Product Listings	1 Per annum only	3 Per annum only	Unlimited
Business Card	Nil	1 Per annum only	2 Per annum
Press Releases	2 Per annum	4 Per annum only	Unlimited
Event Listings	Nil	1 Per annum only	Unlimited
Home Page Exposure	Nil	1 Featured company	Featured company
Blog Exposure	Nil	Link	Banner & link
Newsletter Exposure	Nil	1 Advertorial / Editorial feature	3 Advertorial / Editorial features
<b>Rate (ZAR)</b>	<b>ZAR 3 500</b>	<b>ZAR 9 500</b>	<b>ZAR 36 000</b>

### WEBSITE ADVERTISING

TYPE	DESCRIPTION	RATES (ZAR)
Rotating Billboard (Home Page)	Top left (underneath branding of site)	ZAR 3 500 pm
Strip Banner (Home Page)	Strip banner below rotational banner	ZAR 3 000 pm
Strip Banner (Other Pages)	Top left strip banner above content area	ZAR 3 000 pm
Big Box Banner 1 (Home Page)	Prominent right-hand-side banner	ZAR 3 800 pm
Big Box Banner 1 (Other Pages)	Prominent right-hand-side banner	ZAR 2 800 pm
Big Box Banner 2 (ONLY available on Subpages)	Prominent right-hand-side banner underneath Big Box Banner 1 on subpages	ZAR 2 800 pm

### STAND ALONE OPTIONS

TYPE	RATES (ZAR)
Business Directory Listing	ZAR 2 850 pa
Featured Business Listing	ZAR 4 800 pa
Business Card	ZAR 2 850 pa
Press Releases	ZAR 450 per release
Event Listings	ZAR 4 300 per event
Blog Exposure	ZAR 2 700 feature

**75% INCREASE**  
in unique visits  
(Jan-Sep 2011)

All rates exclude VAT.

### E-NEWSLETTER

TYPE	SIZE	DESCRIPTION	RATES (ZAR) Per insertion
Box Banner	180 X 60px	Left of e-Newsletter	ZAR 3 000
Box Banner	180 X 90px	Left of e-Newsletter	ZAR 2 300
Box Banner	180 X 125px	Left of e-Newsletter	ZAR 2 300
Box Banner	180 X 150px	Left of e-Newsletter	ZAR 2 300
Strip Banner (centre)	360 X 60px	Centre of e-Newsletter	ZAR 2 750
Strip Banner (bottom)	650 X 60px	Bottom of e-Newsletter	ZAR 2 500
Advertorial	Maximum 500 words	Included in main content in newsletter (1 advertorial only)	ZAR 1 500 per advertorial
Event listing	180 X 150px	Bottom of e-Newsletter	ZAR 2 200

### E-ALERT DIRECT E-MAIL

TYPE	DESCRIPTION	RATES (ZAR) Per campaign
Full List	Custom direct message to all opt-in subscribers 25Degrees.net	ZAR 8 800
Custom List	Focus your message and create a custom list to a targeted geographic sector	ZAR 2 000 Set-up and distribution fee

### WEBSITE



Rotating Billboard	Big Box Banner
Strip Banner	Big Box Banner
Featured Business Listing	Big Box Banner

### E-NEWSLETTER



Box Banner
Box Banner
Strip Banner