

Advertorials on News24

April 2022



Advertorial

- One content piece supplied by client;
- Guaranteed 3 000 page views;
- Companion banners or complete shareability included.

R30 000

(Cost per view: R10)



Advertorial chase list

CONTENT:

- Content to be supplied in editable format (preferably word doc) – content must be complete, including headline, edited and ready to publish and in the language of the relevant site.
- Client to supply blurb with a maximum of 50 words.
- Recommended content length between 150- +- 600 words.
- If the headline is longer than 50 characters, please provide a shortened headline of 50 characters or less.

LOGO:

- Client logo to be supplied in high res PNG format - 300 x 300px
- Provide a URL link to which the logo will click out to

IMAGES / BANNERS / INFOGRAPHICS / VIDEO :

- All images images and additional material to be supplied as high res (+-1 MB) jpg or png files in applicable channel size.
- Companion banners are optional and can be supplied to support the advertorial.
- Video, if provided, to be a YouTube or Vimeo link.



Image sizing (per platform)

SITE	MAIN IMAGE	CONTENT DISTRIBUTION IMAGES	COMPANION BANNERS
News24, Fin24, Parent24, Health24, Sport24, Wheels24, W24, Arts24, Ride24, City Press, Daily Sun	650x430	620 x 360 300 x 300	728x90 300x250 300x600
Netwerk24	650 x 430	620 x 360 300 x 300	728x90 300x250 300x600
Business Insider	594x 395	620 x 360 300 x 300	728x90 300x250 300x600
Kickoff, Laduma	620x420		728x90 300x250 300x600

NB:

- It is recommended that no branding images or images with text be used as these may get cut off on thumbnails on app and web.
- Client must have all rights to publish and distribute images supplied for the campaign.



Final checklist

ITEM	REQUIREMENT
✓ Article	150 – 600 words (Afrikaans copy is preferred for Netwerk24 advertorials. If translation is required, there is a three-day turnaround time.)
✓ Headline	At least 1 option supplied less than 50 characters
✓ Blurb	50 – 100 words
✓ Main Image	Depending on channel (see previous slide)
✓ In content imagery	650 x 430
✓ Company Logo and company link	300x300 png URL link
✓ Content Distribution images	620 x 360 300 x 300
✓ Companion banners	728x90 300x250 300x600

NB:

- Please note a standard 48hrs turnaround time, during weekly working hours, for loading and sending a preview for sign-off applies.
- Due to our policy of transparency, all advertorials and supplied content must be clearly labelled and will include: Advertorial label, client name and logo and a strap line at the bottom to indicate content was fully supplied by client

Example: This content is sponsored, written and supplied by BCX.



Example layout

Headline

Logo
(with link)

Main image
(650x430)

Copy

News24 | OLX | Property24 | Careers24 | Superbalist Sign up for FREE Sign In

fin24 f t + Friday, 29 May Add location

HOME COMPANIES ECONOMY MARKETS OPINION MONEY TECH BUSINESS INSIDER FINWEEK

21 May

Thought Leadership: Digital infrastructure critical to survive a Post Corona world

BCX SHARE f t m

(Image: Supplied)

By Johann Digue

The impact of COVID-19 has set us on the path of a global recession and the far-reaching effects on the financial services industry are yet to be imagined. These are telling times, and institutions without the proper digital infrastructure to support this influx of uncertain customers will fall short, and fast. Yet in the face of the crisis, businesses may look to delay investment in digital transformation when in fact this is the time that they need it most to survive.

There is strain on especially online banking systems, helplines and social media channels, with calls from consumers frantically trying to assess the impact of job losses, vanishing income, and default on loans and mortgages.

Digital is the new normal, you need only look at the new online office and shift to remote working conditions to realise that the way we work has been fundamentally transformed, and this is likely to spill over into the way we transact. Banks need to reassure and respond in a way that continues to build and keep the trust of their customers if they want to hold on to them.

MOST READ **EDITOR'S CHOICE**

- 1 British American Tobacco in new urgent court bid to undo cigarette ban
- 2 Fuel price set to rise as economy gears up for Level 3 - AA
- 3 FIN24 SPEAKS LIVE | SARB governor Lesetja Kganyago on monetary policy in a post-Covid-19 world
- 4 Coronavirus | Ramaphosa wants a debt freeze for Africa - and others agree
- 5 FIN24 SPEAKS LIVE | Keeping SA's economy relevant over the next decade

CURRENCIES **COMMODITIES** **JSE INDEXES**

ZAR/USD	17.64	▼ (-0.96)
ZAR/GBP	21.76	▼ (-0.95)
ZAR/EUR	19.62	▼ (-1.24)
ZAR/AUD	11.71	▼ (-0.95)
ZAR/JPY	0.16	▼ (-0.73)

All JSE data delayed by at least 15 minutes. **MARKETWATCH**

Company Snapshot

Newsletters fin 24

Daybreaker - Daily



Copy
(cont.)

paradigms, call centre staff who can harness smart AI to make their jobs much easier.

In the short term the focus for many will be how to stay afloat, but this may also be the perfect time to shift to long-term thinking as we brace for what looks to be a lasting impact from this wave of digitalisation as consumers form new habits built on digital services. Now is the perfect time for companies to revisit their digital transformation strategies to plan for the need for new skill sets and upscaling digital infrastructure if they want to remain competitive in the years to come.

Strapline

This post and content is sponsored, written and provided by BCX.

Related Links

Don't let social distancing isolate you. Ways to keep you and your family connected

READ MORE ON:

BCX JOHANN DIGUE RECESSION CORONAVIRUS AI E-COMMERCE COVID-19

- I am taking a hit, but should be able to recover in the next year
 - My finances have been devastated
 - It's still too early to know what the full effect will be
- Vote Results
- Previous Results

Covid-19 Money Hub

Covid-19 Money Hub - answering your business and money questions during the crisis

21 May

Treating Covid-19 in SA is costing around R150,000 per person - before indirect...

15 May

It could take the SA economy at least 6 years to recover from Covid-19, according...

13 May

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Next on Fin24

Cash costs you money over the longer term

20 May



iab.
south africa

BOOKMARKS

BEST PUBLISHER 2017, 2018, 2019 & 2020



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