



Podcasts on News24

June 2021

Podcast packages

- *Advertorial - all components to be supplied - (2 500 page views)* **R25 000**
- Simple audio story/podcast episode (5 000 views on page) **R45 000**
- Complex audio story/podcast episode (8 000 views on page) **R65 000**

Podcast chase list

WRITTEN COMPONENT:

- 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

IMAGE:

- All images images and additional material to be supplied as high res (+1 MB) jpg or png files in applicable channel size.

Podcast component

PODCAST:

- Name of the podcast
- Number of episodes
- Number of guests per episode
- Podcast genre
- Host of the podcast - provided by client or does the host need to be sourced?
- Duration per episode | Simple: 15 min or Complex: 20+ min

ARTWORK / MULTIMEDIA:

- Link to embed the podcast from client's preferred podcast hosting service.
- All images and additional material to be supplied as high res (+1 MB) jpg or png files in applicable channel size.
- Video, if provided, to be a YouTube or Vimeo link.
- Header Image - Requires a rectangular image of 1:3 dimensions, 1500x500 minimum resolution.
- Thumbnail - Minimum 600x600 resolution, 1400x1400 required for listing in iTunes.

Image sizing (per platform)

NB:

SITE	MAIN IMAGE	CONTENT DISTRIBUTION IMAGES	COMPANION BANNERS
News24, Fin24, Parent24, Health24, Sport24, Wheels24, W24, Arts24, Ride24	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

- 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
✓ Headline	At least 1 option supplied less than 50 characters
✓ Blurb	50 - 100 words
✓ Audio / podcast	An active embed link to the podcast..
✓ Article main Image	Depending on channel (see previous slide)
✓ Podcast artwork	1500x500 header image 1400x1400 thumbnail
✓ 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 (Native)

Headline

Join Neil Grieg as he chats to Springbok rugby player Zinhle Ndawonde about defying the odds

Main image
(650x430)



Copy

When pursuing your dreams, you need to be bold, daring, and ever-ready to break through barricades and defy the odds. In South Africa, we're fortunate to be inundated with inspirational examples of our fellow citizens doing just that and making their mark in history as icons with every move - especially in our sports industry.

Join Neil Grieg as he chats to two phenomenal sports stars who are shattering glass ceilings and making waves in the sports industry on this exclusive two-part podcast series, *Impossible is Nothing*, brought to you by adidas and Sport24.

In this episode Springbok rugby player, firefighter, and adidas ambassador, Zinhle Ndawonde joins Neil to chat about her journey and defying the odds. She shares all, from her roots in Inanda KwaZulu-Natal to her hopes for the Women's Rugby World Cup in New Zealand next year. She also shares advice on how she stays motivated amid a pandemic, the importance of teamwork through it all how her role as a firefighter helps her in her fitness conditioning for rugby.

Listen to the full discussion below:

Podcast



This post is sponsored by adidas produced by Brandstudio24 for Sport24.

The screenshot shows the Sport24 website interface. At the top, there's a navigation bar with the Sport24 logo, a search bar, and social media icons. Below the navigation, there are category tabs like HOME, FOR SUBSCRIBERS, RUGBY, CRICKET, SOCCER, OPINION, TENNIS, GOLF, MOTORSPORT, and TOKYO OLYMPICS. The main article is titled 'Join Neil Grieg as he chats to Springbok rugby player Zinhle Ndawonde about defying the odds'. It features a large image of Zinhle Ndawonde in a yellow shirt. Below the image is a text block with an introductory paragraph and a paragraph about the podcast. At the bottom of the article is a podcast player. The right sidebar contains a 'MOST READ' section with a list of articles, a 'Newsletters' section with a 'Rucking with Rob' newsletter, and a 'Tokyo Olympics' section with a featured article about Wayde van Niekerk.

Example layout (Supplied)

Headline

Logo
(with link)

Main image
(650x430)

Copy

The image shows a screenshot of a News24 article page. The page layout includes a top navigation bar with the News24 logo and various menu items. The main content area features a headline, a sub-headline, a main image, and a text block. The text block contains a sub-section titled 'How your bank can help you' and a list of bullet points. The page also includes a sidebar with 'Most Read' articles and a 'Newsletters' section.




news24
Breaking News. First

27 °C
Friday, 28 February
Milnerfont

NEWS ▾ FOR SUBSCRIBERS BUSINESS ▾ SPORT ▾ LIFESTYLE ▾ OPINION ▾ MULTIMEDIA ▾ MAGAZINES ▾ NEWSPAPERS ▾ PARTNERS ▾

24 Jun 2020

What's in my control? Navigating your Business Banking Relationships, Facilities and Resources

SHARE   




Image: Supplied

Andiswa Bata, Regional Head of FNB Business, shares tips of how you can access facilities and resources that can support your business during this time on FNB Business Talk podcast with Lynette Ntuli.

How your bank can help you

Your bank should be the first place you go for help. Some banks have already introduced various relief programs to help businesses survive the challenges that have been brought by the national lockdown. Your bank can help you with:

- A payment holiday on your existing credit that must repaid after the agreed period
- Facilitating your credit insurance claims
- Accessing relief funding

How to be eligible for relief funding


Banks need to do thorough checks when processing relief fund applications. In order to ensure that relief funds reach the businesses that need it most, banks need to make sure the **business is formally registered for trade, is tax compliant and was in good standing before COVID-19.**

Additional resources from FNB

Most Read FOR SUBSCRIBERS

- 1 Hunter who posted pics with dead giraffe and its heart: 'Ban her from Facebook', petition urges
- 2 LISTEN | How to pronounce Eastern Cape's new names - and why East London won't be joining the party ... yet
- 3 PICS | Flattering, funny and married: 'Dr McDreamy', whose job picture went viral, says Covid-19 vaccine is safe
- 4 Malema drops Rtm damages claim against ex-EFF MP who said he confessed to getting VBS loot
- 5 PE name change: 'It feels like news of the release of Nelson Mandela', says ecstatic activist

Newsletters news24
Good Morning SA - Daily



Get all the news you need to be informed from Shelton Morais, News24's assistant editor for breaking news, in your inbox first thing in the morning.

See all newsletters

LOOKDOWN FOR: 336 DATE: 12 HRS 58 MINS

Voting Booth

When a Covid-19 vaccine for under 16's becomes available, will you be taking your children to get it?

Copy
(cont.)

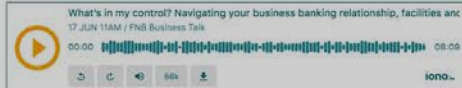
Additional resources from FNB

It is important for business to not only look at relief funding but also be aware of all the free help available to them. If you have an FNB Business Account, you already have access to:

- The help of a dedicated business manager 24/7
- A multi-lingual business coach with Fundaba on the FNB
- Voice minutes, data and SMSs on your free FNB Connect SIM monthly
- Free videos and articles to help your business respond to the COVID-19 crises the Business Toolkit

What's in my control? Navigating your business banking relationship, facilities and resources

(PART 1)



Enjoying FNB Business Talks? Subscribe for more content and tips to help you grow your business.

For more information visit [FNB's website](#).

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READ MORE ON:

- FNB
- COVID-19
- CORONAVIRUS
- SME

your children to get it?

- Yes, immediately!
- I'll wait to see how others respond
- No, I don't think they need it

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[Previous Results](#)

Podcasts

PODCAST | MISSING
MATTHEW EPISODE 3:
Decades of false starts add
to a family's despair

26 Dec 2020

[View](#)

CURRENCIES COMMODITIES USE INDICES

ZAR/USD	14.94	▲ (+0.39)
ZAR/GBP	20.78	▲ (+1.59)
ZAR/EUR	18.11	▲ (+0.78)
ZAR/AUD	11.64	▲ (+1.48)
ZAR/JPY	0.14	▲ (+0.49)

All JSE data delayed by at least 15 minutes. [View more](#)

Podcast
(embed)

Strapline

iab.
south africa

BOOKMARKS

BEST PUBLISHER 2017, 2018, 2019 & 2020

adspace24
Reach. With trust.

news24 **NETWORK**24