

# Travelsupermarket.co.za Rate Card

Travelsupermarket.co.za is 1 of the top online travel websites in South Africa. We focus on quality content and drive sales for our partners in air travel, accommodation and car hire.

Traffic sources include our natural rankings in Google for thousands of travel-related keywords, our extensive Adwords campaigns, direct traffic from repeat visitors, and through our popular email newsletter.

There are various advertising options available on travelsupermarket.co.za. We would prefer that advertisers are travel-related in some way, but are flexible. We do however reserve the right to deny any advertiser if they do not "fit" our site profile.

## Advertising options

### **Side banner on homepage**

The side banner will appear on the lower left hand side. The homepage receives the lion's share of traffic. R3000 per month

### **Email Newsletter Advertising**

Our email newsletter goes out on average weekly. We currently have a few thousand email subscribers, and this is growing constantly. The subscribers have signed up to receive information about flight specials, accommodation options and travel information.

The newsletter options are:

- 1) Newsletter Sponsorship: Your brand sponsors the entire newsletter. Your brand will be prominently displayed throughout the email (logo, strap line etc.), as well as mention that you are the main sponsor. Cost: R2000
- 2) Basic advertising: Your product/service is mentioned in the email in the content. Cost: R500
- 3) Giveaway/Competition: You give away a prize/gift or have a competition where our subscribers can win something. This ideally would be travel-related (but anything fun can be included) and ideally be exclusive to our subscribers. Cost: Free

### **Blog Post about your product/service**

Your product/service needs to be travel-related. We will include a blog post (stand alone) written by you with 2 links to you site. The blog post will most likely also receive mention on our facebook and twitter pages, as well as in the email newsletter. Cost: R1500

### **Accommodation Section Advertising Options**

- 1) A banner below all posts. Cost R1500 per month
- 2) Header banner (appears on all pages). Cost: R2500 per month

Contact us: [marc@travelsupermarket.co.za](mailto:marc@travelsupermarket.co.za)