

Vodacom Mobile Media Rate Card



Mobile internet

Vodafone live!

	Cost per Thousand (CPM)
Splashpage (interstitial)	R350.00
Mobile display banners	
Brand campaigns: Top banner	R220.00
Brand campaigns: Bottom banner	R180.00
Glamour inventory: Top banner	R250.00
Glamour inventory: Bottom banner	R220.00

Zoopy

	Cost per Thousand (CPM)
Mobile display banners	
Top banner	R220.00
Bottom banner	R180.00
Rich media expandable banner	R400.00

Mobile messaging

Please Call Me

	Cost per Thousand (CPM)
1m to 29m	R12.50
30m +	R10.00

Permission based marketing

Promo Caller

	Cost per Thousand (CPM)
Impressions	
	R800.00
Setup fee (excluding voice recording)	R3 500.00
Setup fee (including voice recording)	R7 000.00

AdMe

	Cost per Thousand (CPM)
SMS	
Push SMS	R350.00
MMS	
Push MMS	R1 100.00
Setup fee (creative supplied)	R3 500.00
Setup fee (no creative)	R7 000.00

Dialogue Mobile Marketing

	Cost per Thousand (CPM)
Dialogue Mobile Marketing	
Simple text dialogue with 3 interactions (SMS Questions, SMS Answers, SMS reply)	R1 200.00
Rich Dialogue with 3 Interactions (Question, Answer, MMS or Voucher)	R1 600.00