



## BEST FOR KIDS ADVERTISING RATE CARD - MAY 2017

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### WHO ARE WE?

Best for Kids helps moms and dads, grannies and grandpas, aunties and uncles and yes, babysitters discover mind-blowing stuff intended for kids.

We will help you get out to experience new places, provide updates on state-of-the-art gadgets and toys, offer the latest in kids' style and runway trends, review books and movies to save you time plus so much more!

Everything featured on this site carries the Best for Kids stamp of approval which means, a panel of judges consisting of children of all ages, have given it the thumbs up. Your kids will love it too!

We are currently active in the greater Pretoria area and the rest of South Africa will be featured soon.

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### BEST FOR KIDS ANNUAL AWARDS

'Kids' products and services equal information overload! We aim to pre-select, edit and review the different options to simplify your decision-making process. We also want to acknowledge the superstars of the industry and created an awards platform to do so.

#### How it works

Every year, an expert panel of judges (who are kids by the way), with the input of the Best for Kids squad, mystery shopper reports and ratings on the Best for Kids website, nominate a shortlist of finalists in the different award categories.

The winners are then selected through votes cast on the website by our loyal supporters, during a month-long online voting process. Winners are announced and their products and services featured on our website.





### **Free and fair is in the air!**

Our aim is to create a platform where accurate information is distributed to benefit everyone who visit our website. It is our number one priority to create a free and fair competition environment and that is why we take mystery shopper reports into consideration when selecting the nominees in each category.

Mystery shoppers are independent, external market research instruments that we use to measure quality of service, compliance and other relevant information to ensure that the nomination process is objective. We also assess the ratings that the finalists receive on the website from people who have interacted with their product or service.

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### **ADVERTISE WITH US**

Best for Kids is a proudly South African information hub featuring products, services and venues that cater for children aged 3 – 14 years. The website is fully responsive and beautifully designed to ensure that it is easy to access and read on any device. Best for Kids is also fully integrated with social media to assist us in spreading our news far and wide.

Our website is aimed at curious and adventurous children, parents who are looking for opportunities to connect with their kids and care-givers interested in making an impact in the lives of the children they supervise.

Best for Kids is edited and updated by a team of experienced, dedicated and passionate people who recognize the importance of children in our society. Our team works hard to ensure that content is regularly updated and reviewed to present visitors with up to date information, as and when they need it.

To keep you coming back for more, Best for Kids have created an '*all things kid*' blog where regular articles are posted. These articles will cover a wide variety of exciting and educational topics

Become part of our family and list your business today.



Postnet Suite 149, Private Bag X37, Lynnwood Ridge, 0040

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T: +27 82 582 6873



<b>ADVERTISING PACKAGES</b>	<b><u>SILVER</u></b> 	<b><u>GOLD</u></b> 	<b><u>PLATINUM</u></b> 
<b><u>Debit Order (excl. VAT)</u></b>			
12 Month Contract	R189 per month	R239 per month	R299 per month
24 Month Contract	R179 per month	R225 per month	R285 per month
<b><u>Upfront Payment (excl. VAT)</u></b>			
12 Month Contract (Pay only for 11 months)	R2 079 once off	R2 629 once off	R3 289 once off
24 Month Contract (Pay only for 23 months)	R4 117 once off	R5 175 once off	R6 555 once off
<b>LISTING YOUR VENUE</b>			
No of images	1	5	10
No of directory listing categories	1	3	6
List description text	x	x	x
Contact details with click to call (reveal the tel number)	x	x	x
Details: Tel, Fax, Email (click to view), Address, Cell, Contact person			
Google Map - location plotting with directions to the venue by completing your address		x	x



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Add to your Favourites once logged in as customer		x	x
Allow Venue details to be shared with other visitors	x	x	x
E-mail function for customer feedback	x	x	x
Trading Hours	x	x	x
Contact Person/Manager details (with click to reveal tel number)		x	x
Highlights – Events listing on your Venue page		x	x
Link to website (click to view)	x	x	x
Promotional video			x
Customer star review (out of 5 stars – averaged out)	x	x	x
Use of Events Calendar via login to complete by Venue Admin		x	x
Share of Venue Details from one customer to another	x	x	x
Featured events		X - 1 every 6 months	X - 1 every quarter
Booking Link to Venue Event from Best for Kids			x
Minimum contract term	12 months	12 months	12 months



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Featured listing (position 1 – 3 on the Category page)	Booking allowed	Booking allowed at -25% of fee	Booking allowed at -50% of fee
<b>ATTRACTING VISITORS TO YOUR BRAND</b>			
Add Voucher/Coupon via our backend  (available in Phase 2)		x	x
Issuing of Voucher Campaigns  (max amount per month)		2	unlimited
Adding a Competition via our backend  (available in Phase 2)		x	x
Social media integration  (Like button to your venue FB page)		x	x
<b>YOUR ACCESS</b>			
Creation of Users per Venue	1	3	5
Unlimited updates to your listing information by the Venue Admin login	x	x	x
Chain Store  (More than One Venue to manage under the same User Name)			x





<b>"BEST VOTED" COMPETITION</b>			
Venues will be considered for nomination annually		x	x
Discount on Competition entries for Advertorial & Editorial packages		x	x
Remember to Vote for us in the Email burst			x
Previous Winner Banner on Listing page		x	x
<b>REPORTING</b>			
Tracking statistics of daily visitors to your listing	x	x	x
Click tracking to telephone number, website and email click	x	x	x
Tracking of all email queries via the website	x	x	x
Yearly competition Statistics		x	x
<b>GENERAL</b>			
Payments - Credit card coming soon	EFT/ Debit order	EFT/ Debit order	EFT/ Debit order



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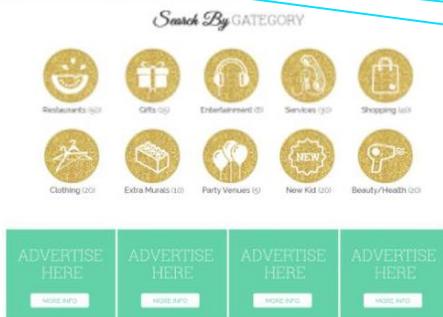
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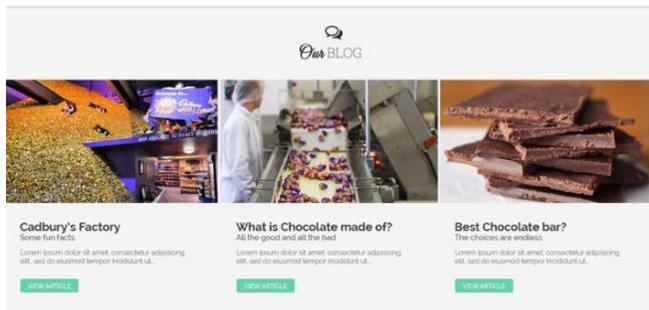
## BANNER ADVERTISING

### Home Page Advertisements



281x93 pixels each  
R1 499 per month (excl. VAT)

281x232 pixels each  
R1 299 per month (excl. VAT)



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## Inner Page Advertisements

The screenshot shows the 'best for kids' website interface. At the top is a navigation bar with the logo, social media icons, and a search bar. Below is a main content area for an event. On the left side of the event page, there are four green boxes, each containing the text 'ADVERTISE HERE' and a 'MORE INFO' button. Blue arrows originate from these boxes and point towards a text box on the right. The event page content includes a title 'NEXT UPCOMING EVENT NAME', a date field, a map, and a contact form.

**281x232 pixels each**  
**R999 per month (excl. VAT)**

For special positions, requests, advertorials or joint ventures, kindly contact us as we would love to have coffee with you and discuss all possible options.



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