

ShareData

o n l i n e

Exposure: ShareData Online, ShareMagic, Sharenet, Standard Bank, Sanlam iTrade, BoE Private Clients, BJM Private Clients and Thebe Securities

Traffic (est): An average of 398 000 page impressions per month (across all platforms)

Unique visitors (est): 65 000 per month

Production Cycle: Quarterly

Deadlines

Cycle	Booking Deadline	Cycle	Booking Deadline
Jan – Mar	10 December	Apr – Jun	13 March
Jul – Sep	12 June	Oct – Dec	11 September

Billing: Clients typically sign for annual participation, but are billed quarterly in advance.

Update frequency: Real time. Note that content is updated and managed on a daily basis. For production control reasons, however, participation changes can only be implemented during the proofing period (effective from the start of the following quarter).

Material Specifications: Company and brand logos should be delivered electronically in GIF or JPEG, min 300 x 300 pixels at 150dpi.

Participation Rates

Cost per Quarter

Basic Package

R5 910

- ▶ Company logo in full colour on all pages
- ▶ Logo hyperlinked to company website
- ▶ Prominent home page exposure on release of results
- ▶ Hyperlinks from results to company website
- ▶ Home page emphasis for news and SENS
- ▶ Summary fact sheets available to all investors
- ▶ QUICK FACTS hyperlink
- ▶ Results summaries available to all investors
- ▶ Complimentary access to subscriber area

Standard Package

R8 850

Includes all features of the Basic Package plus:

- ▶ Freely available electronic version of annual report (PDF)
- ▶ Full recent news coverage (latest three items)
- ▶ Powerful Email Alerts facility available to all investors
- ▶ KEEP ME POSTED hyperlink for Email Alerts
- ▶ DIRECT ACCESS hot buttons to key IR areas (x 3)
- ▶ Complimentary access to subscriber area: two users

Premium Package

R11 550

Includes all features of the Standard Package plus:

- ▶ DIRECT ACCESS hot buttons to key IR areas (x 5)
- ▶ 15 minute delayed share price and market stats, available to all investors
- ▶ Brands logo page included
- ▶ Prominent OUR BRANDS hyperlink included
- ▶ Complimentary access to subscriber area: three users

Additional hot buttons if required (each per quarter)	R725
Brands logo page with Standard Package	R2 095
Once-off artwork and set-up charge per brand logo	R620

All above rates effective as per January 2014. Rates exclude Agency Commission and Vat.



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