



## Rate Card 2019 (Jan 2019)

SugarBytes began by celebrating success in sugar cane farming and profiling the key elements behind that success to the greater industry. We did this by investigating the organisations of successful farmers throughout the country. Since then we have grown to include articles on diversification and innovation. We continue to evolve, keeping the focus on providing information and views that will stimulate and invigorate broad-based prosperity and enthusiasm.

### What?

SugarBytes is a simply written, easy to read, digital newsletter profiling a person or a topic that has the potential to enlighten, enhance and empower the rest of the industry.

### When?

Every fortnight, a new article is published and posted to the website. Below is the schedule for 2019. Topics will be current and therefore difficult to schedule this far in advance.

Edition	Publishing Date	Material deadline
1/2019	14 Jan	11 Jan
2/2019	28 Jan	25 Jan
3/2019	11 Feb	8 Feb
4/2019	25 Feb	22 Feb
5/2019	11 Mar	8 Mar
6/2019	25 Mar	22 Mar
7/2019	8 Apr	5 Apr
8/2019	23 Apr	20 Apr
9/2019	6 May	3 May
10/2019	20 May	17 May
11/2019	3 June	31 May
12/2019	18 June	15 June

Edition	Publishing Date	Material deadline
13/2019	1 July	28 June
14/2019	15 July	12 July
15/2019	29 July	26 July
16/2019	12 Aug	8 Aug
17/2019	26 Aug	23 Aug
18/2019	9 Sept	6 Sept
19/2019	23 Sept	20 Sept
20/2019	7 Oct	4 Oct
21/2019	21 Oct	21 Oct
22/2019	4 Nov	1 Nov
23/2019	18 Nov	15 Nov
24/2019	2 Dec	29 Nov

### How?

A link to the latest article is emailed to the area secretary in each of the mill group areas involved. They forward it to all of their members. Ultimately all the sugarcane farmers each receive a personal email fortnightly with a link to the latest article.

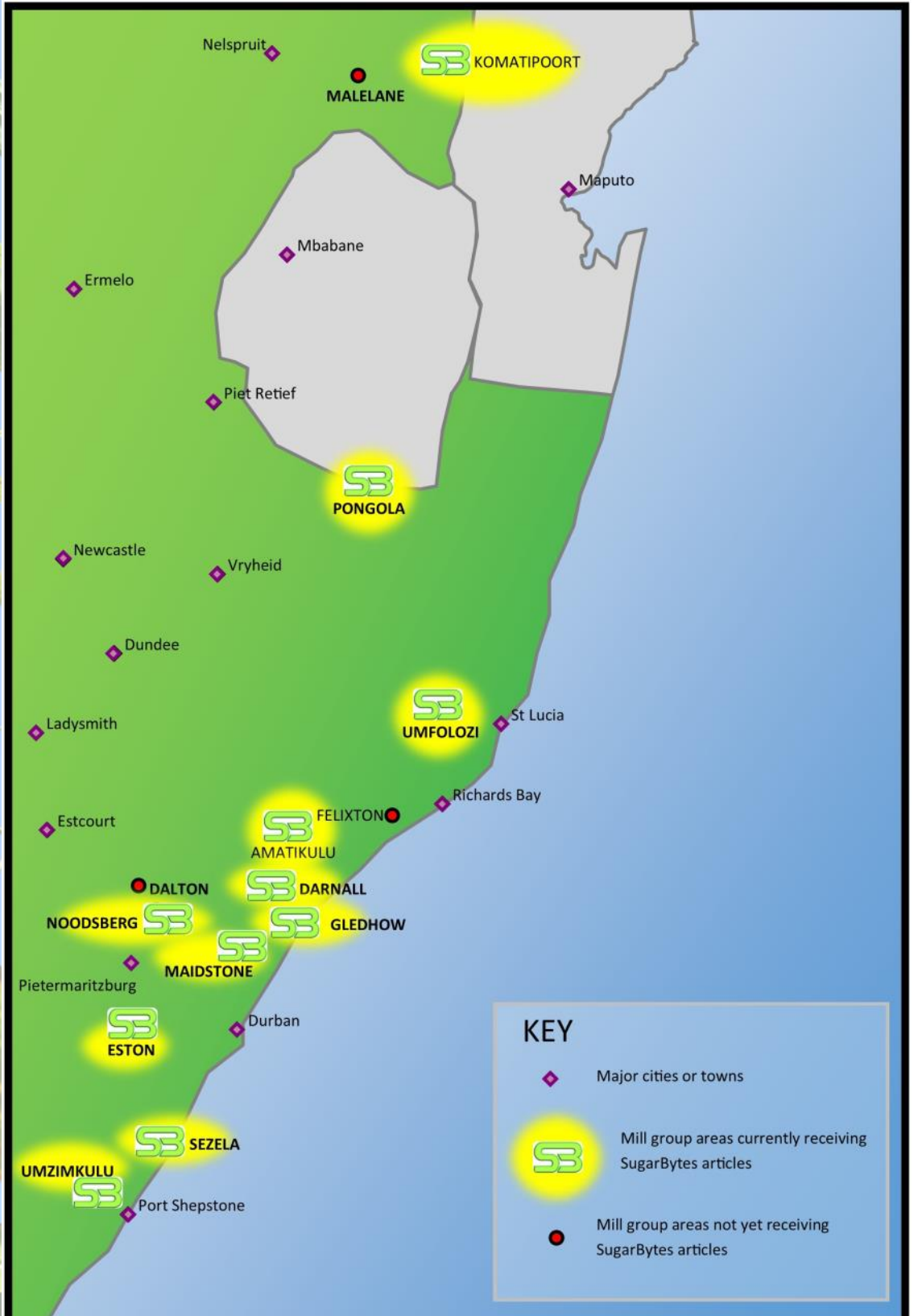


## Who?

Every recipient (commercial sugar cane farmers in SA plus many other industry spectators) receives an emailed link to the latest profile on the website. The website is open to any other viewers (no passwords required).

There are 14 mill group areas, as detailed in the map below:

South African sugar producing areas, showing SugarBytes distribution



## How much?

**Advertising** is very simple: Advert Blocks are available on the side of each article.

ALL advert blocks link to your company website.



The screenshot shows the SugarBytes website interface. At the top left is the SugarBytes logo. To the right is a navigation menu with links: HOME, INDUSTRY OVERVIEW, TOP FARMER PROFILES, ADVERTISE, SUPPLIERS, CONTACT US. The phone number +27(0) 82 321 1089 is in the top right corner. The main content area features an article titled "Diversification" with a collage of images including chickens, a cow, and various fruits. Below the title is a paragraph of text and a smaller image of a field. On the right side of the article, there are two vertical advertisements: "KynoPlus" (a nitrogen power source) and "SUGARCANE HANDLING SOLUTIONS" by Matriarch.

## Index listing.

New in 2019. All topics will be listed and links to the relevant articles or company websites alongside them. This will enable readers to find their area of interest conveniently. Eg: They've heard an article full of information on fertiliser applications and sugar was published, by using the Index they can see all the articles that mentioned something valuable about fertilising, as well as the related suppliers and experts.



## Advertising packages available:

There are 24 editions in a year (averaging at two per month)

Options are to book one of the 12 month, 6 month, or 3 month blocks.

### 12 month options:

24/24 - Every edition over a 12 month period ..... R4990/month for 12 months

12/24 - Every alternate edition over a 12 month period ..... R2590/month for 12 months

8/24 - Every third edition over a 12 month period..... R1797/month for 12 months

### 6 month options:

12/12 - Every edition over a 6 month period ..... R5180/month for 6 months

6/12 - Every alternate edition over a 6 month period ..... R2750/month for 6 months

4/12 - Every third edition over a 6 month period..... R1900/month for 6 months

### 3 month options:

6/6 - Every edition over a 3 month period ..... R5500/month for 3 months

3/6 - Every alternate edition over a 3 month period ..... R2995/month for 3 months

### FREE:

- A block on every other page of the SugarBytes website (Home, Latest Articles, Advertise and Contact Us) for the duration of your booking (12, 6 or 3 months).
- A listing in and link from the Index for the duration of your booking (12, 6 or 3 months).
- A company name and logo on the article contributor's gifts. (12 month options only)

**Material:** - Farmer Profile Advert block is 256 pixel wide x 355 pixel high, Jpeg file required.  
Website address for link from the advert block.

Multiple block bookings are welcome. This will allow for a larger ad space.

Rates are quoted in SA Rands                      Rate excludes agency commission

SugarBytes is not VAT registered therefore no VAT is applicable.

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