

# **2021 RATE CARD**

## ADVERTISING & SPONSORSHIP

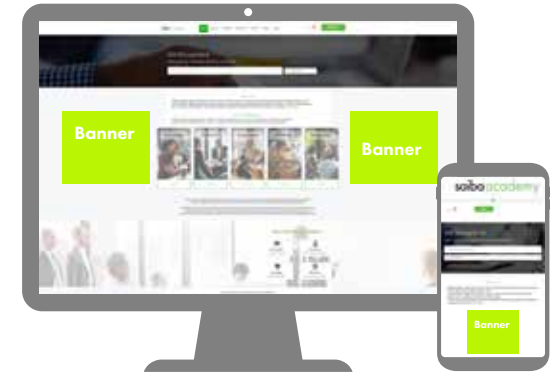
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Saiba: The accounting community of the future.

**W**ith access to over 9000+ members and comprehensive advertising and sponsorship platforms to choose from, SAIBA will give your brand the recognition that it deserves. From publications to events, you can simply select a channel that suits your business needs and get connected with the accounting profession in South Africa.

## Sell your Product to accountants. by advertising with us.



### About Southern African Institute for Business Accountants (SAIBA)



Established  
**1987**

**saiba**

Controlling body in  
South Africa and  
Namibia



More than  
**23 000 accountants**  
in our network

### SOCIAL MEDIA ANALYTICS



**4,525+** likes  
**5,543+** followers



**5,726+** followers

### Website weekly visits



Users  
**1,682**

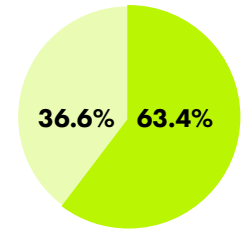
New users  
**1,207**

Users  
**1,682**

Page views  
**6,531**

Avg. session duration  
**3:00**

 New Visitor  
 Returning Visitor



### Reasons why you should advertise on our platforms



Access over **9000 members** and increase your visibility and credibility through brand association.



Financial director, Financial manager, accountants, bookkeepers, tax practitioners, business advisors and accountants **in practice.**



Choose from a **wide variety of advertising and sponsorship** platforms



**Trackable and efficient** way to manage your ad spend

### Why not take advantage of our digital advertising opportunity?

It's simple and effective. You can update your material with ease; track your campaign, manage your spend and it's a great way to engage with our dynamic and engaged membership base.



## Build a relationship.

with SAIBA and its members.



## rates.

Features	Platinum	Gold	Silver	Bronze
SAIBA web page (1 year access)	✓	✓	✓	✓
AW article (1 per month)	✓	✓	✓	✓
Block ads in AW, CFO Talks (2 ads per year)	✓	✓	✓	✓
SAIBA Online Member Profile (1 year access)	✓	✓	✓	
SAIBA Member email (1 per month)	✓	✓	✓	
SAIBA, AW and CFO Talks social media posts (1 per week x 1 year)	✓	✓		
CFO Talks Interview Mention (1 per Month)	✓	✓		
SAIBA new member application (shop of products)	✓			
Dedicated campaign landing page	✓			
SAIBA Academy Product Training Videos (1 year Access)	✓			
<b>50% on acceptance</b>	<b>R300 000</b>	<b>R200 000</b>	<b>R100 000</b>	<b>R50 000</b>
<b>50% on performance</b>	<b>R300 000</b>	<b>R200 000</b>	<b>R100 000</b>	<b>R50 000</b>

## additional.

Annual Roadshow or Conference	R200 000
Budget Breakfast (Co-hosted with SAIT)	R28 750
Digital Beanie website page, product listing and video recording (1 year access)	R100 000
CFO World Congress in Tunisia	R100 000

## specifications.

All banners must be high resolution either in jpg or png format.

**Material deadline:** A final copy of the content must be submitted 4 - 5 days prior to appearing on the website.

**Bookings:** Wesley de Kock: weseley@saiba.org.za | 061 877 6836

## other.



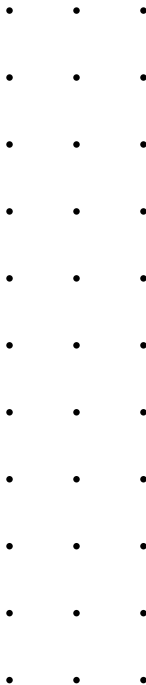
Sponsored  
**Article R 5 500**



Sponsored  
**Podcast R 10 000**



Direct E-mail Marketing  
**R 5 500 per e-mail, 4 x per month**



Our Digital Newsletter has a readership of over 9 000 members and a distribution list of 23 000 accountants. The Digi newsletters is sent to accounting professionals and thought leaders who work across different sectors and hold positions such as CFOs, FM. By advertising with us, you will not only have access to engage accountant, bookkeepers, tax practitioners, business advisors and accountants in practice. With these individuals, you will also give your brand the maximum exposure it deserves. Our Digi newsletter is emailed weekly on Thursdays.



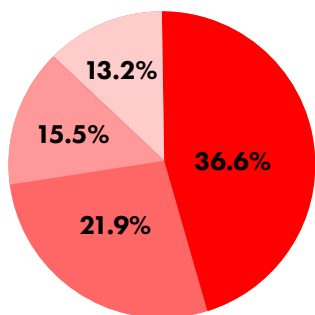
## SOCIAL MEDIA ANALYTICS

**2,456+** likes **1,512+** followers

**1,758+** followers

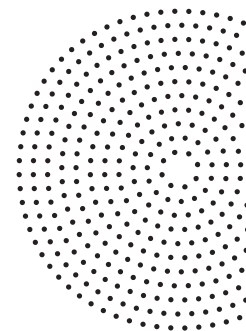
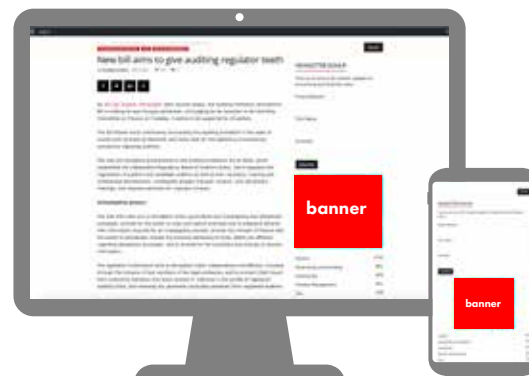
## AVERAGE MONTHLY STATS

Organic Search    Referral  
 Direct                    Social



## Advertise

to a discerning audience.



## rates.

SAIBA home page + contents page within articles



Duration	Wide skyscraper	Skyscraper	Pop-under	Banner
<b>Size</b>	160 x 600 pixels	120 x 600 pixels	720 x 300 pixels	300 x 250 pixels
<b>Month 1</b>	R 12 000	R 8 000	R 6 000	R 7 000
<b>Months 2</b>	R 22 000	R 18 000	R 11 000	R 13 000
<b>Months 3</b>	R 30 000	R 25 000	R 15 000	R 18 000
<b>Months 4</b>	R 35 000	R 27 000	R 20 000	R 22 000

## specifications.

All banners must be high resolution either in jpg or png format.

**Material deadline:** A final copy of the content must be submitted 4 - 5 days prior to appearing on the website.

**Bookings:** advertising@accountingweekly.com

## other.



Sponsored Article R 5 500



Sponsored Podcast R 10 000



Direct E-mail Marketing R 5 500 per e-mail, 4 x per month

**C**FO Talks is a platform devoted to sharing ideas and conversations between CFO's and FM's. This is a platform, owned by Saiba, facilitates insightful and powerful talks relevant to CFOs, CFO Talks™. Our CFO Talks™ organising partners include IAFEI, UNISA SBL, and CIMA. Through our network we source and connect knowledgeable talk leaders with the CFO community, covering all issues affecting the CFO including technical and business management issues.

## Why you should advertise with on our platforms?



**Access over 5000 CFO's, FM, Senior accountants** in our network



We are the **learning and development platform** for CFOs in Africa



We host the **annual CFO Africa Congress** each year



**Weekly podcasts and newsletters** network



We organise or host **100+ webinars each year**, some of which are included in our CFO Webinar Subscription service



We host **6 CFO Talks™** events each year, where you can potentially promote your initiatives to our members



We are owned by SAIBA, the official **CFO (SA) designation**, by advertising with us you will associate with a reputable brand which will be beneficial for your brand positioning

## Align your business with real decision makers.



### SOCIAL MEDIA ANALYTICS



**2,456+** likes

**2,482+** followers



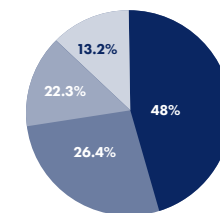
**886+** followers



**5,000+** distribution list

### Average monthly stats

■ Referral    ■ Organic Search  
■ Direct    ■ Social



## specifications.

All banners must be high resolution either in jpg or png format.

**Material deadline:** A final copy of the content must be submitted 4 - 5 days prior to appearing on the website.

**For bookings:** [advertising@cfotalks.com](mailto:advertising@cfotalks.com)

## other.



Sponsored  
**Article R 5 500**



Sponsored  
**Podcast R 10 000**



Direct E-mail Marketing  
**R 5 500 per e-mail, 4 x per month**



## rates.



Duration	Home page	Sponsored content page	Authors & Experts	Newsletter	Webinar + social media	Pop-up banners
Size	TBC	TBC	TBC	TBC	TBC	TBC
1 Month	R9 500	R6 500	R40 000	R10 000	R20 000	R10 000
2 Months	R19 000	R13 000	R40 000	R15 000	R25 000	R15 000
3 Months	R16 000	R10 000	R40 000	R20 000	R30 000	R25 000
4 Months	R13 000	R15 000	R40 000	R30 000	R35 000	R30 000



Duration	Digital banners	Event+ social media	E-mailer+ social media	White papers	CFO Talks™ events	Annual CFO Africa congress
Size	TBC	TBC	TBC	TBC	TBC	TBC
1 Month	R300 000	R2 500	TBC	R40 000	R50 000	
2 Months	R250 000	R3 000	TBC	R30 000	N/A	
3 Months	R200 000	R4 000	TBC	R20 000	N/A	
4 Months	R150 000	R5 000	TBC	N/A	N/A	

### Terms and Conditions

The customer acknowledges that he has read and agreed to the terms and conditions set out in this rate card, and in particular acknowledges that he has read and agreed to these general conditions. While every care is exercised, SAIBA shall not be liable for errors in or the non appearance of or the mispositioning of any advertisement howsoever caused and whether as a result of any negligent or grossly negligent conduct or omission on the part of SAIBA. Any such error, non-insertion, or the like shall not invalidate a contract, nor shall SAIBA become liable for any loss or damage including any consequential damage occasioned by such conduct or omission. The positioning of advertisements shall be entirely at the discretion of SAIBA. SAIBA shall retain the sole discretion to elect, to cancel or suspend any order in the event of having to reduce or restrict the size of its online publication for any reason, or in the event of the customer failing to make payment, or making late payment for previous advertisements. SAIBA reserves the right to alter, abbreviate or omit advertisements if they appear to be illegal, objectionable or defamatory for any reason whatsoever, and in this regard SAIBA's decision shall be final and binding. Any such error, non-insertion, or the like shall not invalidate a contract, nor shall SAIBA become liable for any loss or damage including any consequential damage occasioned by such conduct or omission. Customers' instructions must always be provided in writing before the booking deadline. Payment and proof of payment must be submitted before any advertising banners are placed onto SAIBA's electronic media. If an advertiser already has a banner advert on the website and wishes to extend their contract, proof of payment for the extension period must be provided as the advertising banner will be taken off the website until proof of payment has been made. SAIBA does not automatically renew existing advertiser's contracts. The onus is on the existing advertiser to renew the contract. Where an advertisement has not been inserted or inserted incorrectly, as a result of any error or omission by SAIBA, SAIBA shall at its sole discretion and without in any way admitting or incurring any liability whatsoever, be entitled to place such advertisement in a later edition, alternatively place a corrected version of any such advertisement in a later edition. SAIBA reserves the right to refuse any advertisements for products and services that are in direct competition with its own products and services. When referring to Direct E-mail Marketing this will either be a banner or information with links on a SAIBA mailer sent by SAIBA to their members. Delivery of Advertising Materials The Advertiser will, at its sole cost and expense, create and deliver all advertising materials required for any Ad ("Advertising Materials") according to technical specifications provided by SAIBA.

