

NGO Pulse Premium Advertising Service

The NGO Pulse Premium Advertising Service is SANGONeT's offering to the nonprofit sector and anyone interested in communicating with nonprofit organisations in South Africa.

The Premium Advertising Service integrates all of SANGONeT's advertising and communication channels into a single suite of services and provides maximum advertising exposure as opposed to SANGONeT's free advertisements.

This advertising service gives users and clients the option of distributing announcements about their activities through the NGO Pulse Premium Advertising Service mailing list [SN Announce].

To view a sample of a NGO Pulse Premium advert, [click here](#).

The rates for **NPOs** are from **R1 320 – R1 800** and for-profit/corporates **R1 875 – R2 160**, detailed descriptions of each option are displayed in the table below:

NGO Pulse Premium SN Announce Adverts

Product Name	HTML	Social Media (Facebook, Twitter)	Mailing List	NGO Pulse e-Newsletter Feature	Home page listing (Initial 7 Days)	Rate Excl VAT
Non-profit / NGO Rate						
SN Announce Lite:	✓	✓	✓	X	X	R1 320
SN Announce Max:	✓	✓	✓	✓	✓	R1 800
For-Profit / Cooperate Rate						
SN Announce Lite:	✓	✓	✓	X	X	R1 875
SN Announce Max:	✓	✓	✓	✓	✓	R2 160
Repeat SN Announce Lite/Max	✓	✓	✓	✓	✓	R500

NGO Pulse Premium Banner Adverts

Banner Type	Benefits	Rate Excl VAT	Optional Benefit 1: Mobile Appearance (20%) NEW	Optional Benefit 2: e-Newsletter Appearance (10%)
Premium Banner Ad (Standard)	3X SN Announce Max Adverts	R5 600	✓ (R1 120)	✓ (R560)
Premium Banner Ad (HPU) NEW	3X SN Announce Max Adverts	R10 000	X	X
Premium Banner Ad (Leaderboard) NEW	3X SN Announce Max Adverts	R7 000	✓ (R1 400)	X

*Standard rates for NGOs and Corporates

There are 3 types of Banners:

- **Premium Banner (Standard)**, located above the Twitter Feed - *Size: 268 X 268 pixels*
- **Premium Banner Ad – HPU [Half-page Unit]**, located on the right side of the main article image - *Size: 300 X 600 pixels*
- **Premium Banner (Leaderboard)**, located above the main article image - *Size: 728 x 90 pixels*

Additional benefits are now independent and clients will pay additional costs for them.

The Banner prices are per 30-day appearance on the NGO Pulse Portal and a once-off for the Newsletter appearance. All banners include three SN Announce Max Premium text adverts.

SANGONeT's NGO Services Listing is going for R1 000 (excluding VAT), and offers:

- Listing under NGO Services, refer to www.ngopulse.org/ngo-services for two months;
- Once off twitter and Facebook feature.

Company's or NGOs need to be providing services which are in-line with supporting and offering discounts to NGOs.

Once you have selected a premium option above kindly send the following:

- **Details for invoice:**
 - Organisation/company's physical address;
 - Contact details (tel, fax); and
 - VAT no if available.
- **Advert along with your organisation's logo**

To: Mashadi Letwaba at SANGONeT, E-mail: mashadi@sangonet.org.za, Tel: 011 403 4935 / 011 381 3425.

The [NGO Pulse Portal](#) provides the most comprehensive coverage of the NGO sector in South Africa. Since its inception, the portal has attracted more than 3.4 million users, visiting more than 20 million pages. Furthermore, NGO Pulse has more than 12 000 registered users (people with the ability to upload information on the portal), while more than 47 000 people subscribe to the weekly NGO Pulse e-newsletter. SN Announce messages are also distributed to a dedicated mailing list with more than 5 000 subscribers, and posted on [Facebook](#) (with more than 4 000 'Likes' and 5 000 'Friends') and [Twitter](#) (with more than 15 000 followers).