



C-A-O
g.turn.career
dreams in
reality

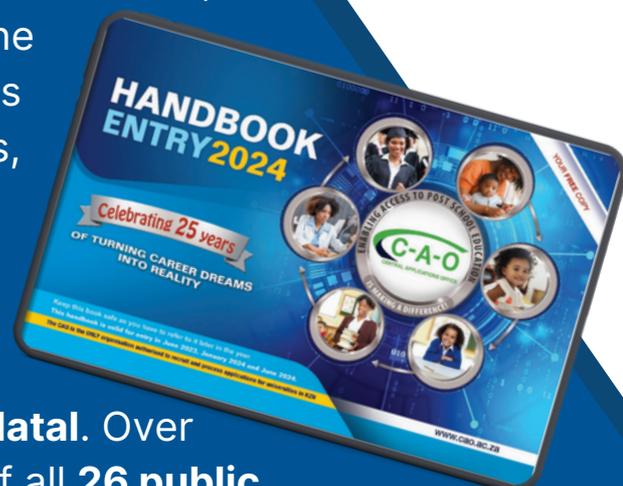
C-A-O
Helping turn c
dreams in
reality

CAO RATECARD 2025 ENTRY



**REACHES MORE THAN 800 000 YOUNG
ADULTS AGED BETWEEN 16 TO 25**

Each year, the Central Applications Office (CAO) distributes Handbooks to more than 6000 high schools throughout South Africa. It also provides copies of CAO Handbooks to libraries, religious bodies and NGO's working with youth. The Handbooks are free publications and distribution is also free of charge. It is used by Grade 12 learners, their parents, teachers and out-of-school prospective applicants to universities and private colleges. The Handbook is used throughout the year, and it currently contains all the information required to **19 Tertiary institutions in Kwa-Zulu Natal**. Over the next four-to-five years, it will include details of all **26 public universities in South Africa**. The Handbook is also available on the CAO website www.cao.ac.za, as an eBook and fast downloadable PDF.



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Advertising your business or services in the 2025 Entry Handbook is highly affordable. Imagine reaching over a million users of the Handbook when shared with one parent or teacher and one other young adult at a cost per contact rate of less than five cents, which guarantees you:

- Advertising space in the Handbook
- 10 months' advertising on our website

Website Statistics for the 2023 Academic Year Entry

| Month | Unique Visitors | Number of Visits | Pages | Hits |
|--------------|------------------|------------------|-------------------|-------------------|
| Mar 2022 | 148,909 | 400,576 | 4,409,263 | 4,453,543 |
| Apr 2022 | 152,683 | 347,534 | 6,957,768 | 7,023,040 |
| May 2022 | 175,939 | 428,798 | 7,959,354 | 8,037,265 |
| June 2022 | 173,671 | 433,243 | 7,221,640 | 7,295,581 |
| July 2022 | 204,339 | 504,020 | 8,233,096 | 8,366,257 |
| Aug 2022 | 246,764 | 666,458 | 10,896,652 | 11,097,324 |
| Sep 2022 | 266,923 | 772,176 | 11,378,950 | 11,731,758 |
| Oct 2022 | 231,915 | 721,901 | 6,686,639 | 6,770,838 |
| Nov 2022 | 171,900 | 505,462 | 3,885,971 | 3,949,725 |
| Dec 2022 | 134,849 | 360,212 | 2,383,635 | 2,406,619 |
| Jan 2023 | 456,464 | 1,884,057 | 16,123,662 | 16,412,636 |
| Feb 2023 | 261,889 | 1,192,359 | 8,103,873 | 8,167,383 |
| Total | 2,626,245 | 8,216,796 | 94,240,503 | 95,711,969 |

Website Statistics for the 2024 Academic Year Entry

| Month | Unique Visitors | Number of Visits | Pages | Hits |
|--------------|------------------|------------------|-------------------|-------------------|
| Mar 2023 | 168,500 | 383,372 | 5,754,054 | 5,808,107 |
| Apr 2023 | 188,077 | 411,211 | 8,183,956 | 8,260,585 |
| May 2023 | 209,759 | 489,273 | 8,539,100 | 8,607,901 |
| June 2023 | 216,907 | 505,649 | 8,317,784 | 8,348,781 |
| July 2023 | 243,703 | 600,618 | 8,664,549 | 8,700,081 |
| Aug 2023 | 255,379 | 731,022 | 11,185,739 | 11,185,739 |
| Sep 2023 | 271,565 | 815,239 | 11,317,995 | 11,317,992 |
| 18 Oct 2023 | 173,558 | 498,603 | 4,322,740 | 4,322,740 |
| Total | 1,727,448 | 4,434,987 | 66,285,914 | 66,551,926 |

RATE CARD

HANDBOOK ONLY

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| POSITION | INSTITUTIONS | CORPORATE COMPANIES |
|-----------------------------|--------------|---------------------|
| STANDARD POSITIONS | | |
| Full page | R39 575 | R88 000 |
| Double Page Spread | R71 150 | R176 000 |
| GUARANTEED POSITIONS | | |
| Inside Back Cover | R96 800 | R96 800 |
| Inside Front Cover | R101 200 | R101 200 |
| Outside Back Cover | R105 600 | R105 600 |
| 1st Double Page Spread | R78 275 | R193 600 |
| 2nd Double Page Spread | R78 275 | R193 600 |
| 3rd Double Page Spread | R74 225 | R183 600 |
| Any Guaranteed Page | R45 525 | R101 200 |

MATERIAL & TECHNICAL SPECS: 2025 ENTRY

Printing: Litho Web Offset; 120 line screen; 56gsm paper; four colour process; links throughout (no spot colours and no four colour black in text)

Trim Size: 210mm (W) x 138mm (H)

Type Area: 194mm (W) x 122mm (H)

Bleed Size: 220mm (W) x 148mm (H), i.e. 5mm bleed all round

- All adverts must be supplied as either a print-quality PDF or high resolution JPEG.
- Resolution must be 300dpi and the correct size chosen.
- If the advert is bleeding off the page, add 5mm all round.



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WEBSITE ONLY

STAND-ALONE BANNER (NOT TO SCALE)



Stand-Alone Banner

Institutions

R35 000 PLUS R15 000 per month for 10 months with two months free

Corporate Companies

R50 000 PLUS R15 000 per month for 10 months with two months free

TAKE-OVER BANNER: 1000px x 270px

DIMENSIONS: 1050 (W) x 300 (H)

TECHNICAL SPECS

File Formats

PNG, JPG, JPEG, GIF



Ad Banner Reporting

We provide click-through stats for all banners placed on our homepage

Unique Clicks - The number of unique visitors who clicked on your ad

Views - The number of eyeballs on that specific banner

Click-Through Rate - The ratio of users who click on a specific banner to the number of total users who view the banner

EXAMPLE OF WEBSITE LAYOUT

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C-A-O Central Applications Office

Home Apply Payments Member Institutions Contact Us Login

Already applied? Use ['Check my Application'](#) to follow the progress of your application.

LATE FEE APPLIES FROM 01 NOVEMBER
SEE 'IMPORTANT NOTICES' TO VIEW LATE APPLICATION NOTES

YOU CAN STILL APPLY FOR JAN 2024 ENTRY
TO AVOID THE LATE FEE, YOUR APPLICATION & ADMINISTRATION FEE MUST REACH US BY 31 OCTOBER 2023
[CLICK ON "APPLY" AT THE TOP OF THIS HOMEPAGE](#)

ADVERTISING OPPORTUNITIES FOR INSTITUTIONS & BUSINESSES
[CLICK HERE FOR MORE INFO](#)

BRILLIANT INNOVATIVE creative ADAPTIVE VISIONARY BRIGHT

CREATE OR INNOVATE, BE A VISIONARY, APPLY YOUR BRILLIANT MIND, ADAPT TO AN EVER-CHANGING WORLD AND IGNITE YOUR BRIGHT FUTURE AT DUT.

At Durban University of Technology, we are invested in passion, purpose and promise, shaping our students through teaching, learning and research. Our globally recognised University based in KwaZulu-Natal, believes in promoting a culture of excellence, offering students endless possibilities for an opportunity to build a successful career path.

VISIT WWW.DUT.AC.ZA TO FIND OUT MORE.

ENVISION2030 transparency · honesty · integrity · respect · accountability
fairness · professionalism · commitment · compassion · excellence
CREATIVE. DISTINCTIVE. IMPACTFUL.




UPLOAD MY DOCUMENTS


CHECK MY APPLICATION


CHANGE OF MIND


UPDATE MY DETAILS


AVAILABLE PROGRAMMES


DON'T KNOW WHAT TO STUDY?


IMPORTANT NOTICES


NOTICE OF PROGRAMME CHANGES


QUALIFICATION TYPES

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COMBO

(HANDBOOK PLUS WEBSITE)

| Institutions | | | | Corporate Companies | | |
|----------------------|---------------|--|------------------|---------------------|--|------------------|
| Handbook Positions | Handbook ONLY | Stand-Alone Website Banner ONLY | COMBO A LESS 20% | Handbook ONLY | Stand-Alone Website Banner ONLY | COMBO B LESS 20% |
| Full Page | R39 575 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R91 600 | R88 000 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R134 400 |
| Double Page Spread | R71 150 | R25 000 PLUS R5 000 per month for 10 Months with 2 months free = R75 000 | R116 920 | R176 000 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R204 800 |
| GUARANTEED POSITIONS | | | | | | |
| Inside Back Cover | R96 800 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R136 800 | R96 800 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R141 440 |
| Inside Front Cover | R101 200 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R141 160 | R101 200 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R144 960 |
| Outside Back Cover | R105 600 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R144 480 | R105 600 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R148 480 |



| Institutions | | | | Corporate Companies | | |
|------------------------|---------------|--|------------------|---------------------|--|------------------|
| Handbook Positions | Handbook ONLY | Stand-Alone Website Banner ONLY | COMBO A LESS 20% | Handbook ONLY | Stand-Alone Website Banner ONLY | COMBO B LESS 20% |
| 1st Double Page Spread | R78 275 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R122 620 | R193 600 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R218 880 |
| 2nd Double Page Spread | R78 275 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R122 620 | R193 600 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R218 880 |
| 3rd Double Page Spread | R74 225 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R119 380 | R183 600 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R210 880 |
| Any Guaranteed Page | R45 525 | R25 000 PLUS R5 000 per month for 10 months with 2 months free = R75 000 | R96 420 | R101 200 | R30 000 PLUS R5 000 per month for 10 months with 2 months free = R80 000 | R144 960 |



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ADVERTISING DEADLINES FOR 2025 ENTRY HANDBOOK

| DEADLINE | HANDBOOK | WEB |
|-------------|------------------|---|
| Booking | 03 November 2023 | Before the 15th of the Month preceding the First month of Publication |
| Payment | 17 November 2023 | |
| Material | 24 November 2023 | |
| Publication | 31 March 2024 | <ul style="list-style-type: none"> • 1st of the Month after Booking materials and payment received • First Publication is on 1st April 2024 • Publications Open: April 2024 to February 2025 |

POST SCHOOL APPLICATIONS FOR:

June/July 2024 (Second Semester)

Jan 2025 (First Semester)

June/July 2025 (Second Semester)



Contact details for advert bookings

Contact Customer Services

Tel: 031 268 4432 / 4400

Email: customerservice@cao.ac.za

