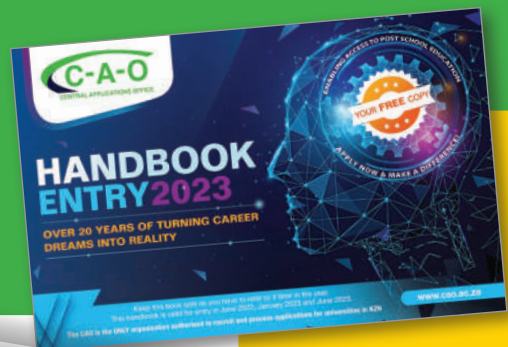




REACHES MORE THAN 800 000 YOUNG ADULTS AGED BETWEEN 16 TO 25

Each year, the Central Applications Office (CAO) distributes Handbooks to **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 9 and 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 apply to **19 Tertiary institutions in KwaZulu-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.



Advertising your business or services in the 2024 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 2022 Academic Year Entry

Month	Unique visitors	Number of visits	Pages	Hits
Apr-21	147 724	496 673	5 024 394	5 070 956
May-21	133 031	314 508	6 344 075	6 413 340
Jun-21	142 108	388 464	7 928 472	8 002 396
Jul-21	146 093	397 291	7 164 150	7 235 525
Aug-21	186 004	530 152	9 011 491	9 055 590
Sep-21	215 975	647 909	10 813 396	10 884 186
Oct-21	180 016	573 563	6 208 710	6 246 585
Nov-21	148 253	450 588	4 050 181	4 094 856
Dec-21	144 837	412 320	3 295 144	3 328 558
Jan-22	412 878	1 805 794	15 341 323	15 744 447
Feb-22	273 769	1 335 611	8 355 507	8 498 458
Total	2 366 976	8 547 784	92 506 014	93 634 350

Website Statistics for the 2023 Academic Year Entry

Month	Unique visitors	Number of visits	Pages	Hits
Mar-22	148 909	400 576	4 409 263	4 453 543
Apr-22	152 683	347 534	6 957 768	7 023 040
May-22	175 939	428 798	7 959 354	8 037 265
Jun-22	173 671	433 243	7 221 640	7 295 581
Jul-22	204 339	504 020	8 233 096	8 366 257
Aug-22	246 764	666 458	10 896 652	11 097 324
Sep-22	266 923	772 176	11 378 950	11 731 758
10 Oct-22	102 852	218 871	1 895 333	1 912 135
Total	1 472 080	3 771 676	58 952 056	59 916 903

RATE CARD Handbook ONLY

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: 2023 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.



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

TECHNICAL SPECS

File Formats
 PNG, JPG, JPEG, GIF

TAKE-OVER BANNER: 1000px X 270px
DIMENSIONS: 1050 (W) x 300 (H)



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



Combo (Handbook PLUS Website)

Institutions				Corporate Companies		
Hand-book Positions	Hand-book ONLY	Stand-alone Website Banner ONLY	COMBO A LESS 20%	Hand-book 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 660	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		
Hand-book Positions	Hand-book ONLY	Stand-alone Website Banner ONLY	COMBO A LESS 20%	Hand-book 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





ADVERTISING DEADLINES FOR 2023 PUBLICATION

	BOOKING	MATERIAL	PAYMENT	PUBLICATION
HANDBOOK	6 Dec 2022	12 Dec 2022	14 Dec 2022	31 March 2023
WEBSITE	Before the 15th of the month preceding the first month of publication			<ul style="list-style-type: none"> • 1st of the month after booking materials and payment received • First publication is on 01 April 2023 • Publications open: April 2023 to February 2024

POST SCHOOL APPLICATIONS FOR:

June/July 2023 (Second Semester)

Jan 2024 (First Semester)

June/July 2024 (Second Semester)



Contact details for advert bookings

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www.cao.ac.za