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reality

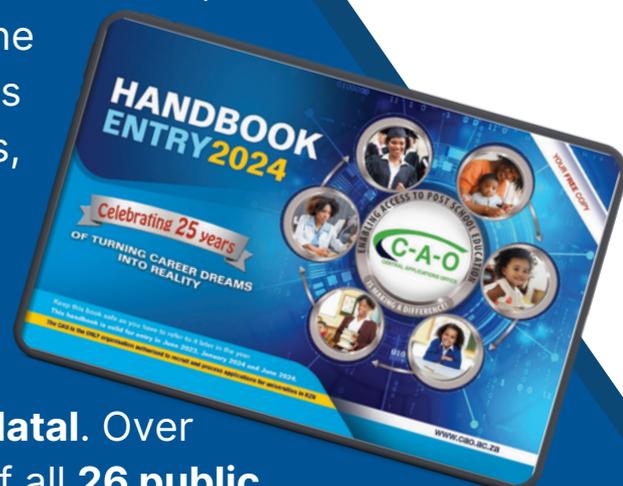
C-A-O
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CAO RATECARD 2025 ENTRY



**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



CHANGE MY DETAILS



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 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		
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

