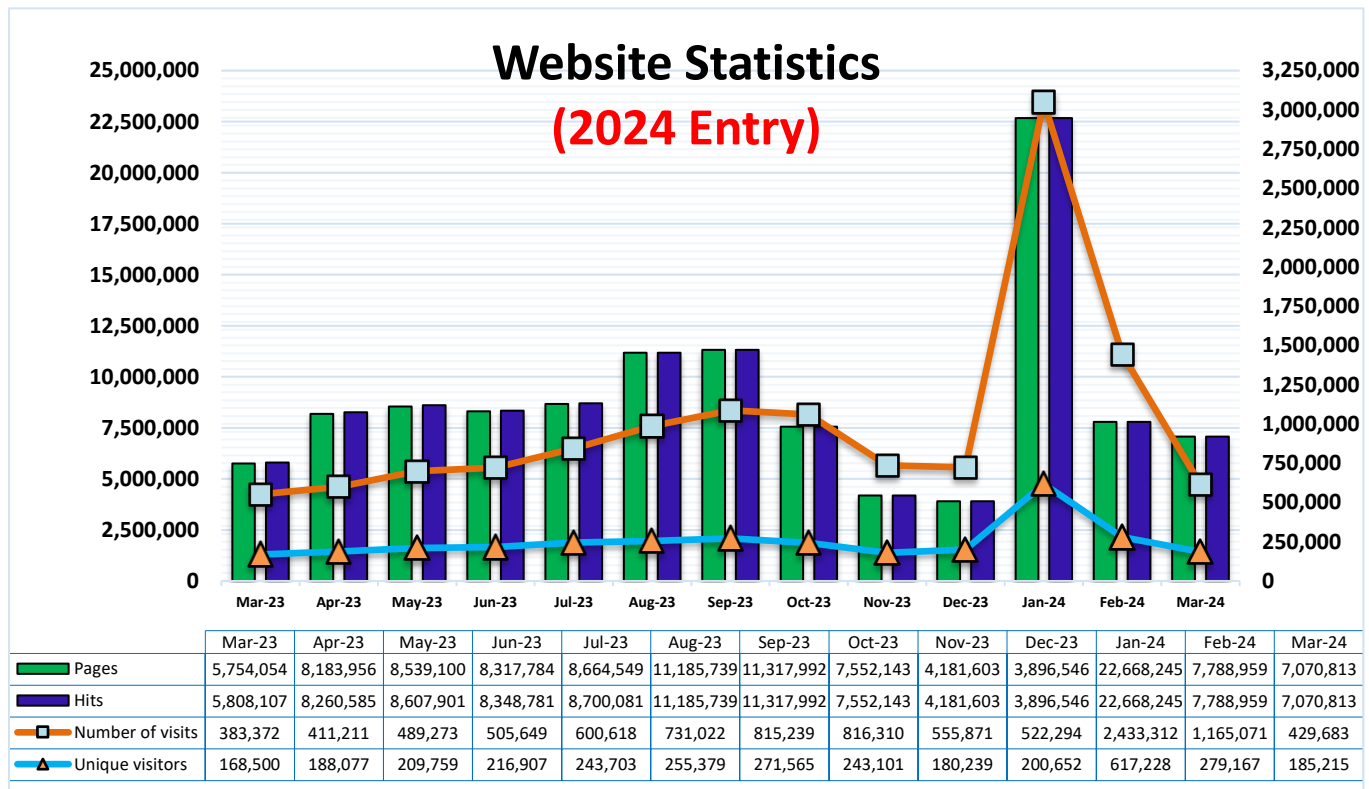




CAO RATE CARD FOR 2026 ACADEMIC YEAR

REACHES MORE THAN **1 MILLION** YOUNG ADULTS
AGED BETWEEN 16 TO 25



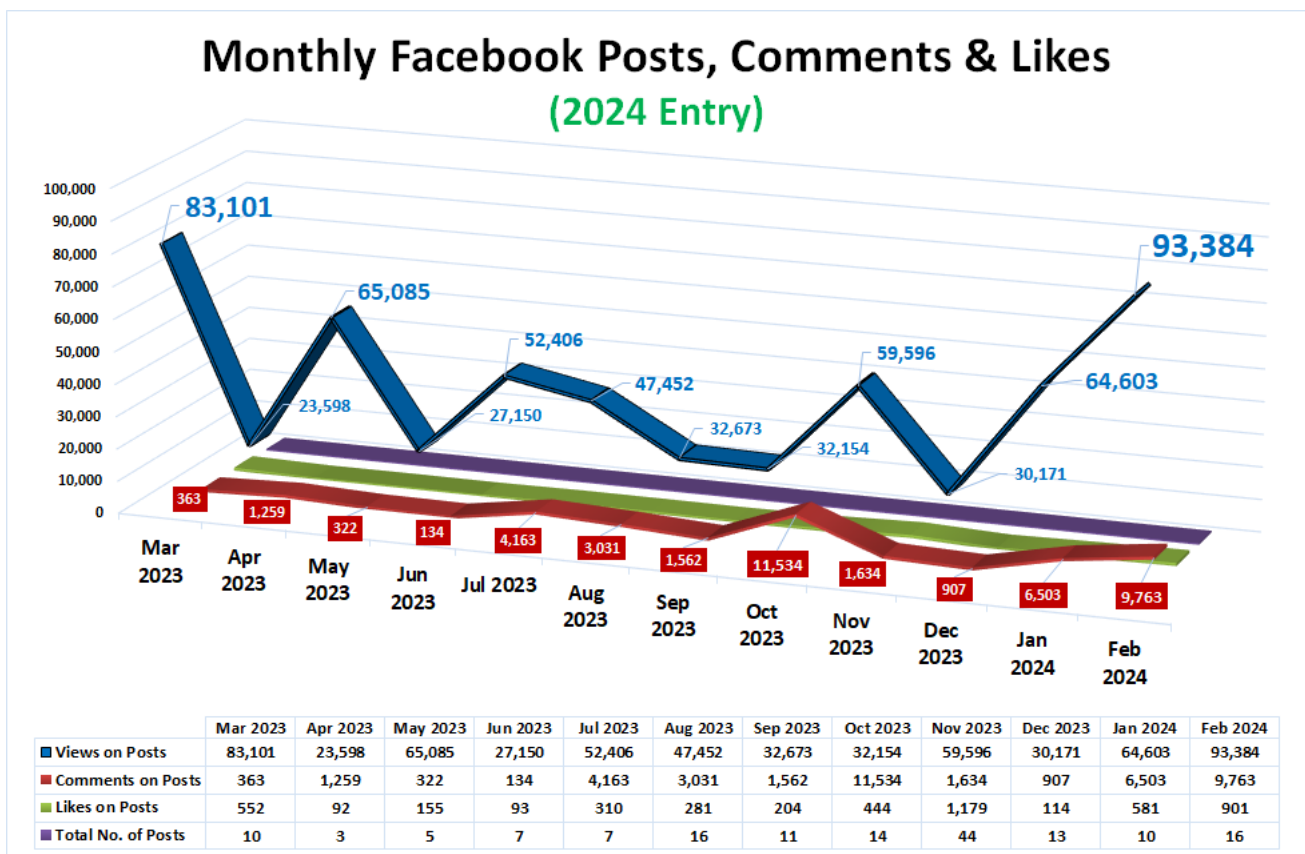
*Unique visitors are counted only once

- The Central Applications Office(CAO) has been in existence for over 25 years. It makes available application and career information to prospective applicants who wish to apply to KZN post school institution, i.e. public and private Universities.
- Applicants also use the website to complete and submit applications and check the progress of the application.
- The CAO Handbook is published annually and is distributed free of charge to all high schools in KZN and on request throughout South Africa. It is also available in Libraries and to NGO's.
- The CAO is the only organisation authorised to recruit and process applications for KZN Universities.

Website Statistics: 2019 to 2024 Academic Year Entry

Month	Unique Visitors	Number of Visits
Mar 2019 - Feb 2020	1,345,898	3,840,691
Mar 2020 - Feb 2021	1,539,033	4,391,758
Mar 2021 - Feb 2022	2,252,263	7,663,433
Mar 2022 - Feb 2023	2,794,745	8,222,994
Mar 2023 - Feb 2024	3,074,277	9,429,242

Each year starts at zero with a uniquely new set of learners as the past year's learners move to pursue their post school careers.



ADVERTISING OPTIONS

(All revolving Banners are on the Home Page)

1. SINGLE REVOLVING WEBSITE BANNER

- A single banner running for 12-months.
- Multiple single banners running for 12-months
- Banners may be changed at any time and can run for any length of time during the Entry Cycle.
- See page 4 of this Rate Card for options.

2. COMBO OF REVOLVING WEBSITE BANNER ***PLUS*** FULL PAGE/DOUBLE PAGE ADVERTISEMENTS (*STANDARD POSITIONS*) IN OUR 240-PAGE 2026 ACADEMIC YEAR ENTRY HANDBOOK

- Banners may be changed at any time and can run for any length of time during the Entry Cycle.
- For Handbook page options see page 5 of this Rate Card.

3. COMBO OF REVOLVING WEBSITE BANNER ***PLUS*** DOUBLE-PAGE SPREAD AND /OR MULTI-PAGE ADVERTISEMENTS (*GUARANTEED POSITIONS*) IN OUR 240-PAGE 2026 ACADEMIC YEAR ENTRY HANDBOOK

- Banners may be changed at any time and can run for any length of time during the Entry Cycle.
- For Handbook page options see page 6 of this Rate Card.

4. HANDBOOK ADVERTISEMENT/S, SINGLE OR DOUBLE-SPREAD IN OUR 2026 240-PAGE ACADEMIC YEAR ENTRY HANDBOOK ***WITHOUT*** WEBSITE BANNER

- For only Handbook advertisements see page 7 of this Rate Card.

OPTION 1

[REVOLVING WEBSITE BANNER]

SINGLE WEBSITE BANNER

STAND-ALONE REVOLVING BANNER
(SAMPLE NOT TO SCALE)

Berea
Technical College

University
Equivalent Jobs

100% GUARANTEED EMPLOYMENT
FOR ENGINEERING GRADUATES OR
GET A FULL REFUND ON TUITION FEES

Tel: 031 304 5207 | Web: www.btc.edu.za

REGENT
BUSINESS SCHOOL
HONORIS UNITED UNIVERSITIES

DISRUPT. RETHINK. INNOVATE.

BE THE FUTURE

Tech-Rich, Future Focused Education

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.

ENVISION 2030 ENVISION 2030 CREATING VALUE THROUGH INNOVATION

DUT
DURBAN UNIVERSITY OF TECHNOLOGY

STAND-ALONE BANNER (HOMEPAGE)

(See website for actual Banners:- www.cao.ac.za)

Educational Institutions	R25 000 PLUS R5 000 per month for 10 months with two months free (Total R75 000)
Corporate Companies	R30 000 PLUS R5 000 per month for 10 months with two months free (Total R80 000)
Existing Banner Change during the 10-months	R10 000 per change

DIMENSIONS

Stand-Alone Banner (Homepage): 1010px x 270px

TECHNICAL SPECS

File Formats PNG, JPG, JPEG, GIF

OPTION 2

[COMBO OF REVOLVING WEBSITE BANNER **PLUS** FULL/DOUBLE PAGE ADVERTS]
(STANDARD POSITIONS)

COMBO

WEBSITE BANNER PLUS HANDBOOK ADVERT

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%
STANDARD POSITIONS						
Full Page	R39 575	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R91 660	R88 000	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R134 400
Double Page Spread	R71 150	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R116 920	R176 000	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R204 800



*During the entry cycle, stand-alone banners may be changed when required at a cost of **R10 000** per change



OPTION 3

[COMBO OF REVOLVING WEBSITE BANNER **PLUS** DOUBLE PAGE & OR MULTI-PAGE ADVERTS]
(GUARANTEED POSITIONS)

COMBO

WEBSITE BANNER PLUS HANDBOOK ADVERT

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%
GUARANTEED POSITIONS						
Inside Back Cover	R96 800	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R137 440	R100 800	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R144 640
Inside Front Cover	R101 200	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R140 960	R105 200	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R148 160
Outside Back Cover	R105 600	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R144 480	R109 600	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R151 680
1st Double Page Spread	R82 275	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R125 820	R193 600	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R218 880
2 nd Double Page Spread	R82 275	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R125 820	R193 600	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R218 880
3 rd Double Page Spread	R78 225	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R122 580	R183 600	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R210 880
Any Guaranteed Page	R45 525	R25 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R75 000	R96 420	R101 200	R30 000 Once-Off PLUS R5 000 per month for 10 months with two months free = R80 000	R144 960

OPTION 4

[HANDBOOK ADVERTISEMENT/S, SINGLE OR DOUBLE-SPREAD WITHOUT WEBSITE BANNER]

HANDBOOK ONLY

RATE CARD

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	R100 800
Inside Front Cover	R101 200	R105 200
Outside Back Cover	R105 600	R109 600
1st Double Page Spread	R82 275	R193 600
2nd Double Page Spread	R82 275	R193 600
3rd Double Page Spread	R78 225	R183 600
Any Guaranteed Page	R45 525	R101 200

MATERIAL & TECHNICAL SPECS : 2026 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.



ADVERTISING DEADLINES FOR 2026 ENTRY

(Web & Handbook)

ACTIVITY	WEB	HANDBOOK
Acceptance of Bookings	<ul style="list-style-type: none"> Until the 15th of the month preceding the month on which the banner/s is/are published 	<p>From: 9:00 on Thursday, 19th September 2024 Until: Friday, 4th October 2024</p> <p>Bookings received after the deadline may be accepted subject to available space and the printer's deadline</p>
Payment Due Date	<ul style="list-style-type: none"> Until the 15th of the month preceding the month on which the banner/s is/are published Web and Handbook Combo's payment due date is 17th October 2024 	17 th October 2024 OR on the same date that bookings are received AFTER 4 th October 2024
Advertising materials: Print Quality PDF or High Resolution JPEG	<ul style="list-style-type: none"> Web Banners must reach us before the 15th of the Month Preceding the Month of Publication 	25 th October 2024
Publication	<ul style="list-style-type: none"> First Banners for 2026 Entry will be published from 1st March 2025 Individual Web Banners may be changed at any time during the entry year until the 15th of the month preceding the month on which the banner/s is/are published 	1 st April 2025
Payment of Combo's for Web & Handbook Advertising	<ul style="list-style-type: none"> 17th October 2024 OR on the same date that bookings are received AFTER 4th October 2024 	17 th October 2024 OR on the same date that bookings are received AFTER 4 th October 2024

POST SCHOOL APPLICATIONS FOR:

June / July 2025 : *(Second Semester)*

January 2026 : *(First Semester)*

June / July 2026 : *(Second Semester)*

Contact details for advert bookings:

- CAO Customer Services

-  031 268 4451 / 4413

-  customerservice@cao.ac.za