



REACH MORE THAN 800 000 YOUNG ADULTS BETWEEN 16 AND 25

Each year, the Central Applications Office (CAO) distributes Handbooks to over **6 000 high schools throughout South Africa**. It also provides copies of the Handbook to libraries, religious bodies and NGOs 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 as it currently contains all the information required to apply to **22 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 as an eBook and fast downloadable PDF.



Advertising your business or services in the 2023 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 2021 Academic Year Entry

Month	Unique visitors	Number of visits	Pages	Hits
Mar-20	40 082	69 950	1 037 224	1 047 081
Apr-20	43 646	87 732	1 883 972	1 900 555
May-20	74 467	168 808	3 530 487	3 567 363
Jun-20	130 391	333 145	6 866 260	6 940 362
Jul-20	142 044	381 283	7 291 838	7 363 873
Aug-20	159 329	430 832	7 845 943	7 922 667
Sep-20	184 080	535 758	9 024 502	9 110 043
Oct-20	149 456	449 896	5 020 090	5 066 353
Nov-20	142 164	421 779	4 257 193	4 300 044
Dec-20	107 420	297 487	2 090 541	2 111 760
Jan-21	139 754	382 075	3 288 408	3 320 814
Feb-21	226 200	833 013	6 691 725	6 755 966
Mar-21	236 288	1 194 911	8 969 171	9 059 453
Total	1 775 321	5 586 669	67 797 354	68 466 334

Webstats for the 2022 Entry Cycle – as at 30 September 2021

Month	Unique visitors	Number of visits	Pages	Hits
Apr-21	147 724	496 673	5 024 394	5 070 998
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	9 103 779
Sep-21	215 975	647 909	10 813 396	10 927 286
Total	970 935	2 774 997	46 285 978	46 753 324

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

Sharing Banner (not to scale)



Sharing (with Two-three other Banners)

Institutions	R25 000 PLUS R5 000 per month for 10 months with two months free
Corporate Companies	R30 000 PLUS R5 000 per month for 10 months with two months free

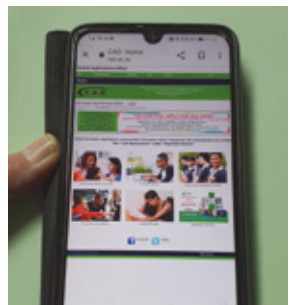
TECHNICAL SPECS

File Formats

PNG, JPEG, GIF

ANIMATED GIF – Up to five slides

TAKE-OVER BANNER:	700px X 270px
MAIN BANNER 2:	700px X 200px
SMALLER BANNER:	230px X 70px



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.

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, JPEG, GIF

ANIMATED GIF – Up to five slides

TAKE-OVER BANNER: 700px X 270px

MAIN BANNER 2: 700px X 200px

SMALLER BANNER: 230px X 70px



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.

Combo (Handbook PLUS Website)

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





PUBLICATION DEADLINES

Deadline	Handbook	Web
Booking	10 November 2021	Before the 20th of the month preceding the first month of publishing
Material	24 November 2021	
Payment	8 December 2021	
Publication	31 March 2022	<ul style="list-style-type: none"> • 1st of the month after booking materials and payment received • First publication is on 1 April 2022 • Publications open: April 2022 to February 2023



Contact details for advert bookings

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www.cao.ac.za