



FREE CLASSIFIEDS \* YOUR COMMUNITY

# Rate Card 2009-2010





# Background

- The original idea for a new, free online classifieds system in SA came from other hugely successful systems across the world such as Craigslist which is currently the world's largest free online classifieds system in the world.
- The Vottle project was started about 3 years ago by a group of friends at Internet Solutions.
- Several months later a stake in the business was bought by a well known South African publishing business, and the cash injection together with some real focus caused the business to grow steadily.
- In June 2008 Vottle launched its first official monetising strategy, that being the ability for users to optionally upgrade their adverts on Vottle for increased exposure for a nominal fee. Vottle also started to clear some real estate on the site for more traditional advertising and managed to secure a few advertisers through existing contacts. Vottle also started to experiment with Google AdSense advertising and has since become a premium partner with Google for advertising in SA.
- Vottle is now looking to formalise its banner advertising opportunities to further monetise the site.



# User Demographics

- **Vottle** derives 85% of its traffic from SA and a further 68% of its traffic is sourced through search engines (direct traffic: 17%, referring sites: 14.5%)
- **Subscribers:** Out of a total of approx 33000 users, Vottle has about 17500 registered users who are currently subscribed to its mailing list (however Vottle does not currently actively send newsletters)



# Average Traffic Data

	Page views	Unique visitors	Avg session	New visits
Jan 2009	732,064	88,900	4m38s	57,59%
Feb 2009	555,476	82,210	4m00s	58,04%
Mar 2009	507,904	82,664	4m06s	59%

# **vottle** Popular Categories

FREE CLASSIFIEDS ★ YOUR COMMUNITY

- Besides the homepage these are the most popular sections visited;
- Motor Vehicles
- Property
- Jobs
- Business Services



# Ad Rates & Specs

Item	Size	Location	CPM
Skyscraper	160 x 600	Left of page	300
Std Banner	468 x 60	Bottom of home page	120
Leaderboard	728 x 90	Category pages	200
Run off site	160 x 600	Throughout the Site	180

Item	Size	Location	Rate
Peelback	500 x 500	Top Right corner	R15,000



# Ad Packages

- Package 1

Homepage Pagepeel

Skyscraper + Banner

Minimum 200,000 impressions

Investment : R40,000

**\*4 day RoadBlock , One brand exclusive domination**

- Package 2

Homepage Skyscraper

Region or Section

Minimum 100,000 impressions

Investment : R30,000



# Ad Packages

- Package 3

Homepage Skyscraper + Text Ads

All Regions, All Categories

Minimum 500,000 impressions

Investment : R200,000

**\*Spread over 5 months minimum**

- Per Sections

Motor Vehicles

Business Services

Property

Jobs

**\*Each entire section, minimum impressions 50,000 and R10, 000 investment**

Pagepeel  
500x500

The screenshot shows the vottle website interface. At the top left is the vottle logo with the tagline 'FREE CLASSIFIEDS ★ YOUR COMMUNITY'. A search bar is labeled 'I'm looking for'. Navigation links include 'Vot is this all About?', 'Vottle Specials', 'Cool Posts', 'Blog', and 'Home'. A 'Post a FREE Advert' button is visible. The main content area is divided into 'Popular Categories' and 'All Categories'. The 'Popular Categories' section includes:
 

- MOTOR VEHICLES:** Cars, Motorcycles, 4x4
- PROPERTY:** Property for Sale, Property to Rent
- JOBS:** Jobs on Offer, Jobs Wanted
- ACCOMMODATION:** Room to Rent, Holiday Accommodation, Self-catering
- BUSINESS SERVICES:** Business Services, Businesses for Sale, Other Business Services
- COMPUTERS:** Laptops & Notebooks, Desktop Computers, Accessories
- GAMES:** PS3 Games, XBOX Games, Game Consoles
- ELECTRONICS:** Cellphones, iPods, Televisions
- PERSONALS:** Dating, Notices
- HOME & GARDEN:** Building & Hardware, Home Security
- TRAVEL:** Lift Clubs, Adventure
- MISCELLANEOUS:** Community, Music

 The 'All Categories' section lists a wide range of items such as '2010 WORLD CUP', 'MOTOR VEHICLES', 'MUSIC', 'ELECTRONICS', etc. On the left side, there is a vertical purple bar with the text 'FOR AWESOME SERVICE AND'. An orange callout box labeled 'Skyscraper 160x600' points to this bar. A large red and white graphic overlay on the right side features the text 'Woza Wheneva recharge & get exxxtra FREE minutes whenever which you can use all day, all week' and 'click here to visit the Woza Wheneva microsite'. A 'cell for yourself' logo is also present. A small advertisement for a 'SUZUKI DL 1000 - 2008' motorcycle is visible at the bottom right of the page.

Skyscraper  
160x600

FOR  
AWESOME  
SERVICE  
AND

**Woza Wheneva**  
recharge & get exxxtra FREE minutes whenever  
which you can use  
all day, all week  
click here to visit the  
Woza Wheneva microsite  
cell  
for yourself

**Motorcycles**  
**SUZUKI DL 1000 - 2008**  
*Tableview, Western Cape*  
Mint Condition ,3 000 km, Moving to Durban,  
have to sell  
**R 85,000.00 neg.**

**Entertainers**  
**D.JS FOR ANY EVENT**  
*East Rand, Gauteng*  
Do you need a D.J, then give us a call. we  
have a very powerful system with an  
impressive setup and we cater for all ev...  
**Price on Request**

**Lift Clubs**

# Opportunities 2

want to know more?

click here



**Site Stats**  
No. of Classifieds: 53595  
No. of Events: 186  
No. of Categories: 572  
No. of Users: 32767

online publishers association member

BUILDING & CONSTRUCTION	HOME & GARDEN	REVIEWS SERVICES
BUSINESS SERVICES	HOUSEHOLD APPLIANCES	SPORT
CAMERAS & PHOTO	HUMOUR, STORIES & QUOTES	STAMPS & COINS
CIGARS & TOBACCOS	INSURANCE	STUDENTS
CLOTHING	JEWELLERY	SURFING
COLLECTABLES & MEMORABILIA	JOBS	TOOLS & HARDWARE
COMMUNITY	KITCHEN	TOYS
COMPUTER GAMES	LUXURY BRANDS	TRAVEL
COMPUTERS	MOTOR VEHICLES	
WINE & SPIRITS		

(show all adverts | show all categories & subcategories | show all adverts accepting eBucks)

**RECENT POSTS**

<b>ALL</b>	<b>Motor Vehicles</b>	<b>Business Services</b>	<b>Property for Sale</b>	<b>Accommodation</b>	<b>Services</b>
<b>1998 V. W. POLO...</b>	<b>ULTIMATE CHESS SET</b>	<b>GET YOUR RELAXA...</b>	<b>PROJECT ADMINIS...</b>		
					
<b>R 37,995.00 (ZAR)</b>	<b>R 793.00 (ZAR)</b>	<b>R 14,499.00 (ZAR)</b>	<b>(more recent posts...)</b>		

**R 3,000.00**

**Business Services**  
**VEHICLE FINANCE 4 ITC LISTED CLIENTS**  
*Gauteng, South Africa*

Good day Dear Reader: We can assist you in obtaining vehicle finance for that dream car. You must have: 1. A v...

**Price on Request**

**Business Services**  
**BRIDGING FINANCE ON PROPERTY AND PENSION**  
*South Africa*

Are you waiting for the proceeds on the sale of your property to pay out? Did both parties sign with the attorney? Th...

**Price on Request**

**Technology**  
**WEB DEVELOPER - WANTITALL**  
*Bryanston, Gauteng*

Programmer with at least 3 years experience in one / some of: • VB .Net • v B • C# Other requirements inclu...

**Project Management**  
**SUPER BUSINESS OPPORTUNITY SECURITY**  
*South Africa*

Business opportunity in window security for properties / businesses / homes / cars Description; MultiSafe Securi...

**Businesses for Sale**  
**SOUTH AFRICA'S FINEST**

Banner  
468x60

# Opportunities 3

**vottle**  
FREE CLASSIFIEDS ★ YOUR COMMUNITY

I'm looking for

[Vot is this all About?](#) | [Cool Posts](#) | [Blog](#) | [Home](#)

[Post a FREE Advert](#) | [UPGRADE Your Advert!](#) | [My Adverts](#) | [Register, it's free!](#) | [Login](#)

[Vottle Classifieds > Motor Vehicles](#)

**Motor Vehicles**

4x4 (129)	Commercial Vehicles (212)	Quad Bikes (105)
Accessories (162)	Mobile Homes (3)	Spare Parts (222)
Caravans (109)	Motorcycles (1818)	Sports Cars (49)
Cars (19725)	Other Vehicles (178)	Trailers (159)
Classics (80)		

[show all categories](#) | [show all categories & subcategories](#)

Search all subcategories under: 'Motor Vehicles'

Search For:  Region [?]: --South Africa Price range: (Any price range)

[Display Partner Ads \[?\]](#)

**Used Cars South Africa**  
Find New & Used Cars Online. Great Deals Exclusive To Car Find  
[www.CarFind.co.za/showroom](http://www.CarFind.co.za/showroom)


**Find Secondhand Cars**  
Wide selection available in South Africa. Go to [bidorbuy.co.za](http://bidorbuy.co.za) now.  
[www.bidorbuy.co.za](http://www.bidorbuy.co.za)

**Budget Insurance**  
Easy Online Insurance Quotes. Find Out How You Could Save On Insurance  
[www.BudgetInsurance.co.za](http://www.BudgetInsurance.co.za)

**Recent posts in this category**


**BMW 320D (E90) SPORTSPACK 2005**  
*Randburg / Ferndale, Gauteng*

it is in good running condition even though it has over 215k km on the distance.Has full service



**BMW 320D(E90) SPORTSPACK BARGAIN.OPEN TO O...**  
*Randburg / Ferndale, Gauteng*

it is in good running condition even though it has over 215k km on the clock(FSH with bmw) .was used as a reps car doing long distance.Has full service



Leaderboard  
728x90



# Sales Contacts

**Dumetse Masha**

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**traffic@vottle.com**