



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
July 2009	502,664	82,935	3m40s
Aug 2009	565,275	116,159	3m14s
Sep 2009	575,278	116,019	3m16s

These stats have been taken from the latest Nielsen Online Reports

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

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

Homepage Pagepeel + Skyscraper + Std Banner

Minimum 200,000 impressions

Investment : R40,000

- Package 2

Homepage Skyscraper + Std Banner

Minimum 100,000 impressions

Investment : R35,000



Ad Packages

- Package 3

Homepage Skyscraper + Leaderboard (Category pages)

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

vottle
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I'm looking for

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

[Post a FREE Advert](#) | [UPGRADE You](#)

[Post a FREE Advert](#)

Popular Categories

MOTOR VEHICLES Cars Motorcycles 4x4	PROPERTY Property for Sale Property to Rent	JOBS Jobs on Offer Jobs Wanted	ACCOMMO Room to Rent Holiday Accommo 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	ELECTR Cellphones iPods Televisions
PERSONALS Dating Notices	HOME & GARDEN Building & Hardware Home Security	TRAVEL Lift Clubs Adventure	MISCE Community Music

All Categories

2010 WORLD CUP	CONFERENCES & FUNCTIONS	MUSIC
ACCOMMODATION	DATING	MUSICAL INSTRUMENTS
ADULT	ELECTRONICS	NOTICES
ANTIQUES	EVENTS	OFFICE EQUIPMENT
ART	FURNITURE	PETS
BABY	GAMES	PODCASTS
BICYCLES	GIFTS	PROPERTY FOR SALE
BOATS	HEALTH	PROPERTY TO RENT
BOOKS	HOBBIES	REVIEWS
BUILDING & CONSTRUCTION	HOME & GARDEN	SERVICES
BUSINESS SERVICES	HOUSEHOLD APPLIANCES	SPORT
CAMERAS & PHOTO	HUMOUR, STORIES & QUOTES	STAMPS & COINS
CIGARS & TOBACCOS	JEWELLERY	STUDENTS
CLOTHING	JOBS	SURFING
COLLECTABLES & MEMORABILIA	KITCHEN	TOOLS & HARDWARE
COMMUNITY	LUXURY BRANDS	TOYS
COMPUTER GAMES	MOTOR VEHICLES	TRAVEL

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
DJS 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

Skyscraper
160x600

Pagepeel
500x500

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

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

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
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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 [?] 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

Find Secondhand Cars
Wide selection available in South Africa. Go to bidorbuy.co.za now.
www.bidorbuy.co.za

Budget Insurance
Easy Online Insurance Quotes. Find Out How You Could Save On Insurance
www.BudgetInsurance.co.za

Recent posts in this category

<p>BMW 320D (E90) SPORTSPACK 2005 <i>Randburg / Ferndale, Gauteng</i></p> <p>it is in good running condition even though it has over 215k km on the distance.Has full service</p>		<p>BMW 320D(E90) SPORTSPACK BARGAIN.OPEN TO O... <i>Randburg / Ferndale, Gauteng</i></p> <p>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</p>	
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Leaderboard
728x90



Sales Contacts

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