



RATE CARD 2026

2026 DIGITAL ADVERTISEMENT - SIZES AND RATES

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SOCIAL PLATFORM	
PLATFORM	RATE (EXCL VAT)
Facebook LinkedIn post	R 2 500

ONLINE ADVERT SIZE			
OPTION 1			
SPACES	SIZE (PIXEL)	RATE (EXCL VAT)	PERIOD
Display advertisement (1 x week free newsletter exposure)	300 x 250	R 6 500	Monthly
OPTION 2			
Advertorial article Created by Dealerfloor editorial team		R 8 500	Monthly
OPTION 3			
Combination of Option 1 & 2		R 14 000	Monthly

PREMIUM JOB LISTINGS (EXPOSURE TO 1 000+ DEALERS)			
LISTING	PERIOD	STANDARD	PRIORITY
Premium Listing (top post)	7 Days	R 1 000	
Listing on Dealerfloor Jobs Board + R1 000 Social Media Boosting	7 Days		R 2 000
Feature on Front Page	7 Days	R 2 000	

DISCOUNT STRUCTURE	
ADVERTS	RATE
1 Advert (single placement)	As per rate card
2- 11 Adverts	5%
12- 24 Adverts	10%
25+ Adverts	15%

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