



# 2022 Advertising Rate Card

## PACKAGE DEALS

## Package Discount

## Price per slot

### DISCOUNTED COMBO PACKAGES

**Platinum package: Space in broadsheet + Shared Gondola End (incl POS)+ TV slot + Radio slot + Front page slot + Website Home page slot + social media post + product slot in eCommerce featured categories. Full 'sales out of pharmacy' report**

<b>Platinum Package (In-store with TV &amp; Radio)</b>	<b>45%</b>	<b>R</b>	<b>165 000</b>
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**Gold package: Space in broadsheet + Shared Gondola End (incl POS) + TV slot + Front page slot + Website Home page slot + social media post + product slot in eCommerce featured categories. Full 'sales out of pharmacy' report**

<b>Gold Package (In-store with TV)</b>	<b>35%</b>	<b>R</b>	<b>95 000</b>
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**Silver package: Space in broadsheet + Shared Gondola End (incl POS) + Radio Slot slot + Front page slot + Website Home page slot + social media post + product slot in eCommerce featured categories. Full 'sales out of pharmacy' report**

<b>Silver Package (In-store with Radio)</b>	<b>35%</b>	<b>R</b>	<b>90 000</b>
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### PRINTED MEDIA

#### Broadsheet Rates

Core broadsheet - line mention (Schedule 2) (monthly) All stores		<b>R</b>	<b>12 000</b>
Core broadsheet - pack shot (monthly) All stores		<b>R</b>	<b>16 500</b>
4-Pager addition to Core broadsheet - pack shot (monthly) 60% Selected stores		<b>R</b>	<b>9 500</b>
Special theme broadsheet - pack shot (selected period) All stores		<b>R</b>	<b>9 500</b>
Month End Savers - pack shot (1 week) All stores		<b>R</b>	<b>9 500</b>
Local Savings (Quarterly) 40% Selected lower LSM stores		<b>R</b>	<b>10 500</b>
Launch broadsheet (includes shared gondola) 1 Store		<b>R</b>	<b>4 500</b>

### TV & RADIO

<b>TV Rates</b>		<b>R</b>	<b>80 000</b>
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TV advert featuring 3 products - Approx. 130 x 40sec flightings across DSTV popular stations - incl production (2 weeks)

<b>Radio Rates</b>		<b>R</b>	<b>75 000</b>
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Radio advert featuring 2 products - Approx. 150 x 30sec flightings across popular regional radio stations - incl production

### CLINICS

#### Training in a box

Individually packed boxes supplied to The Local Choice to distribute		<b>R</b>	<b>10 000</b>
Content supplied for The Local Choice head office to pack and distribute		<b>R</b>	<b>17 500</b>
All clinics and nurses of The Local Choice group. Includes activity report of nurses participation. Additional campaigns will be communicated - contact Rene Ahllers			

### DIGITAL ADVERTISING

#### eCommerce featured product - rates per 3 months

#### Rates per feature spo

Brand category (Products listed in specific brand category)			
Primary feature (1st - 3rd position in category)			
Secondary feature (4th - 10th position in category)			
New product listing (1-5 SKU's)			
New product listing (6 - 15 SKU's)			
New product listing (16 - 30 SKU's)			
New product launch primary feature (1st - 3rd position in category)			
New product launch secondary feature (4th - 10th position in category)			

#### Social media advertising

Facebook, Instagram, Twitter - Per Store page, artwork supplied	<b>R</b>	<b>800</b>
Facebook, Instagram, Twitter - Per Store page, CJ Marketing design	<b>R</b>	<b>1 300</b>
Facebook, Instagram, Twitter - All Store pages, artwork supplied	<b>R</b>	<b>5 000</b>
Facebook, Instagram, Twitter - All Store pages, CJ Marketing design	<b>R</b>	<b>5 500</b>

All social media posts will include a R500 paid campaign on Social Media and can be linked to an article on The Local Choice below cost. All social media campaigns will include a activity report.

#### The Local Choice website advertising

Article posted on website including product where applicable (artwork supplied)	<b>R</b>	<b>500</b>
Article posted on website including product where applicable (CJ Marketing)	<b>R</b>	<b>1 000</b>

Products featured are to be made using natural extracts, naturally derived or organic ingredients. Products featured at normal

### EVENTS

#### Franchise Conference

from

3m x 3m Exhibition stand, 2 x Core broadsheet spots and 2 seats at the evening events. Other packages will be communicated

#### Clinic Conference

from

3m x 3m Exhibition stand and 2 seats at the evening events. Other packages will be communicated

#### Franchise/BAG meetings, Sports, Social Responsibility, Lifestyle events etc.

price available on request

Packages will be communicated

### ES

MyTLC web portal

<b>COMMS TO PHARMAC</b>	Web banner and advert placed on the landing page (artwork supplied)		R	2 500
	Web banner and advert placed on the landing page (CJ Marketing)		R	3 000
	<i>The web banner and advert will be live for duration of 1 month</i>			
	<b>Internal communication via Email and WhatsApp</b>			
	Communication emailed and copied to WhatsApp group (content supplied)		R	2 500
	Communication emailed and copied to WhatsApp group (CJ Marketing)		R	3 000
<i>Communication will be emailed and WhatsApp'd on standard Head Office communication template, but may include supplier</i>				

**NOTE:**

All prices are excl. VAT

**\*\*All 3 slot bookings made before 1 March 2022 will qualify for 20% discount**

All bookings are subject to approval and need to be submitted with the CJ Distribution deal sheet.

The Local Choice head office has the right to cancel the promotion due to cost of deal, stock availability or data from sales