

ShareData

o n l i n e

Exposure: ShareData Online, ShareMagic, Sharenet, Standard Bank, Thebe, BoE, BJM, Sanlam iTrade, Stock Market Direct, Vunani Securities

Traffic (est): 290 000 page impressions per month (all platforms)

Unique visitors (est): 60 000 per month

Production Cycle: Quarterly

Deadlines

Cycle	Booking Deadline	Cycle	Booking Deadline
Jan – Mar	12 December	Apr – Jun	14 March
Jul – Sep	13 June	Oct – Dec	12 September

Billing: Clients typically sign for annual participation, but are billed quarterly in advance.

Update frequency: Real time. Note that content is updated and managed on a daily basis. For production control reasons, however, participation changes can only be implemented during the proofing period (effective from the start of the following quarter).

Material Specifications: Company and brand logos should be delivered electronically in GIF or JPEG, min 300 x 300 pixels at 150dpi.

Participation Rates	Cost per Quarter
Basic Package <ul style="list-style-type: none"> ▶ Company logo in full colour on all pages ▶ Logo hyperlinked to company website ▶ Prominent home page exposure on release of results ▶ Hyperlinks from results to company website ▶ Home page emphasis for news and SENS ▶ Summary fact sheets available to all investors ▶ QUICK FACTS hyperlink ▶ Results summaries available to all investors ▶ Complimentary access to subscriber area 	R4 675
Standard Package <i>Includes all features of the Basic Package plus:</i> <ul style="list-style-type: none"> ▶ Freely available electronic version of annual report (PDF) ▶ Full recent news coverage (latest three items) ▶ Powerful Email Alerts facility available to all investors ▶ KEEP ME POSTED hyperlink for Email Alerts ▶ DIRECT ACCESS hot buttons to key IR areas (x 3) ▶ Complimentary access to subscriber area: two users 	R7 715
Premium Package <i>Includes all features of the Standard Package plus:</i> <ul style="list-style-type: none"> ▶ DIRECT ACCESS hot buttons to key IR areas (x 5) ▶ 15 minute delayed share price and market stats, available to all investors ▶ Brands logo page included ▶ Prominent OUR BRANDS hyperlink included ▶ Complimentary access to subscriber area: three users 	R9 925
Additional hot buttons if required (each per quarter)	R610
Brands logo page with Standard Package	R1 835
Once-off artwork and set-up charge per brand logo	R525

**All above rates effective as per January 2012.
Rates exclude Agency Commission and Vat.**



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