

price list 2021



paymentsafrika.com

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about

Payments Afrika is an independent news site for professionals and executives. We focus on the continuing evolution and innovation of payments in Africa and abroad. We bring you the latest news around a wide range of electronic payments including card payments, ATMs, online payments, ecommerce, mobile payments, online banking, alternative payments, security and point of sale technology.

Payments Afrika delivers up to date developments in payments, banking and technology that enable cutting-edge decision making for new opportunities, partnerships, market trends, sales leads and growth strategies.

Readership includes professionals from a wide range of industries including merchants, start-ups, banking, payment service providers, regulatory bodies, government, solution providers, retailers, research companies and payment associations.



dedicated press office page

Ideal for companies looking to raise awareness of their brand and solution offerings. This includes a dedicated page to publish your articles, having your press featured on our news pages, inclusion in the Payments Afrika newsletter and coverage on Payments Afrika social media.



dedicated mailers

A dedicated mailer is an email blast to our subscriber base of over 8,000 readers allows you to talk directly to our audience - this service is ideally suited for promoting events and research publications.



sponsored press release

For companies who would like to raise awareness of their brand and solution offerings by publishing a press release on Payments Afrika. These sponsored press releases will be listed under our 'Featured' category on our home page which increases exposure to our readers.



sponsored brochures & ebooks

For companies who would like to publish their whitepapers, brochures or eBooks on Payments Afrika. This includes publishing a press release highlighting the summary of your content and will include a 'Download now' button which will take the reader through to an order form. An order form will be set up on Payments Afrika where your content will be available for download, by the reader filling their details in. This press release will have coverage on Payments Afrika social media to increase exposure.



banner ads

Banner advertising on Payments Afrika is a great way to increase brand awareness or promote a product, event or research report.



PRESS OFFICE PACKAGES

US\$

UNITS	COST	COST PER UNIT
6	\$1 350	\$225
12	\$2 400	\$200



SPONSORED BROCHURES & E-BOOKS

US\$

UNITS	COST	COST PER UNIT
1	\$400	\$400
2	\$700	\$350
3	\$900	\$300



SPONSORED PRESS RELEASE

US\$

UNITS	COST	COST PER UNIT
1	\$280	\$280
3	\$750	\$250



DEDICATED MAILERS

US\$

UNITS	COST	COST PER UNIT
1	\$600	\$600
2	\$1 080	\$540
3	\$1 440	\$480



BANNER ADS

US\$

	3 months		6 months		12 months	
	Total	Per month	Total	Per month	Total	Per month
All pages : Top banner rotating (4 slots) (728 X 90)	\$720	\$240	\$1 200	\$200	\$2 160	\$180
Homepage : Right column - middle (300 X 250)	\$1 740	\$580	\$2 940	\$490	\$5 160	\$430
Homepage : Middle column - most read (300 X 250)	\$690	\$230	\$1 140	\$190	\$2 160	\$180
Homepage : Right column - bottom (300 X 600)	\$840	\$280	\$1 440	\$240	\$2 400	\$200
Category page & article page : Right column - top (300 X 250)	\$1 350	\$450	\$2 400	\$400	\$4 080	\$340
Category page & article page : Right column - middle (300 X 250)	\$1 140	\$380	\$1 920	\$320	\$3 360	\$280
Category page & article page : Right column - bottom (300 X 250)	\$690	\$230	\$1 140	\$190	\$2 160	\$180