



SWIFT RATE CARD

SOCIAL MEDIA



Facebook

Element

Post and stories

Impressions

2 257 monthly
(4 weeks)

CPM (Per 1000)

R 350

Cost

R 789.95

Instagram

Element

Post and stories

Impressions

27 439 monthly
(4 weeks)

CPM (Per 1000)

R350

Cost

R 9 603.65

Twitter

Element

Post and stories

Impressions

4752 monthly
(4 weeks)

CPM ((Per 1000)

R350

Cost

R 1 426.32

LinkedIn

Element

Post and stories

Impressions

5996 monthly
(4 weeks)

CPM (Per 1000)

R350

Cost

R 2 098.60

WhatsApp

Element

Post and stories

Impressions

226 monthly
(4 weeks)

CPM (Per 1000)

R350

Cost

R 76.10

WEBSITE ”

Banner Advertising

Element	Impressions	CPM (Per 1000)	Cost
Header display on all 5 pages	No data (monthly)	R 350	R 5000

Footer Banner Ad

Element	Impressions	CPM (Per 1000)	Cost
Footer display on all SWIFT pages	No data (monthly)	R 350	R 2000

Blog Post

Element	Impressions	CPM (Per 1000)	Cost
Blog Post written by advertiser 1 Display banner in the middle of the SWIFT website landing page	No data (permanent)	R 350	R 1500

E-NEWSLETTER”

Newsletter Ad

Element

Displays at the top

Impressions

859 monthly
(per issue)

CPM (Per 1000)

R 350

Cost

R 300.65

Newsletter Ad

Element

Displays at the middle

Impressions

859 monthly
(per issue)

CPM (Per 1000)

R 350

Cost

R 300.65

Newsletter Ad

Element

Displays at the bottom

Impressions

859 monthly
(per issue)

CPM (Per 1000)

R 350

Cost

R 300.65

PACKAGE



Premium Package

Element

Top Banner Ad, Sidebar Banner adv.
Blog Post, Top Newsletter adv. and
social media posts 3 platforms

Impressions

39 687 *(monthly)*

CPM (Per 1000)

R 350

Cost

R 15 166.1

Standard Package

Element

Sidebar Banner Ad, Footer Banner adv.
Blog Post (Website), Newsletter adv.
and social media posts on 2 platforms

Impressions

34 294+ *(monthly)*

CPM (Per 1000)

R 350

Cost

R 13 502.90

Basic Package

Element

Footer Banner Ad, Blog Post,(Website)
Newsletter adv. and social media posts
on 1 social platforms

Impressions

28 298 *(monthly)*

CPM (Per 1000)

R 350

Cost

R 11 404. 30