

TM **HOMEMAKERS** 
MEDIA HOLDINGS

DIGITAL
RATE CARD 2019

Domain Registration and Hosting

These are all basic packages. If bigger packages are required this can be arranged at a custom rate to suit needs and requirements (this is only needed if client does not have an existing site)

1

Basic

This includes:

- Storage - 1000mb
- Web traffic – unlimited
- Email accounts – 50

R99 per month for 12 months

2

Gold

This includes:

- Storage - 2000mb
- Web traffic – unlimited
- Email accounts – 75

R130 per month for 12 months

3

Platinum

This includes:

- Storage - 3000mb
- Web traffic – unlimited
- Email accounts – 200

R160 per month for 12 months

Website Packages

All website packages are mobile responsive and built with the best SEO practices used. Hosting is mandatory for all website packages whether we supply hosting or client supplies hosting. Websites will be done in phase form and will be as follows:

- Phase 1 – Conceptualisation (meeting with client and brief to be filled out)
- Phase 2 – Design (7 - 14 working days from time of briefing)
- Phase 3 – Client breakdown (5 days for client to view site and approve)
- Phase 4 – Changes (if client would like edits done)
- Phase 5 – Site goes live (if client does not respond in phase 3 or 4 we will take this as approval)



Lead Time
2 - 3 weeks

1

Basic

- Number of pages – 1-3 pages
- On page SEO.
- Mobile responsive.
- 3 templates to select from (dependent on use of site).
- 1 enquire form.
- 2 stock images (or editing of 5 client images).

R3 000

2

Gold

- Number of pages – 4-7 pages
- On page SEO.
- Mobile responsive.
- 5 templates to select from (dependent on use of site).
- 2 enquire forms.
- 4 stock images (or editing of 5 client images).

R5 000

3

Platinum

- Number of pages – 7-10 pages
- On page SEO .
- Mobile responsive.
- 7 templates to select from (dependent on use of site).
- 3 enquire forms.
- 6 stock images (or editing of 10 client images).

R7 000

4

Custom



- Unlimited pages.
- On page SEO.
- Mobile responsive.
- Unlimited enquire forms.
- 2 stock images per page (or editing of 10 client images per page).

*Template cost not included
R1 500 per page

* All rates exclude VAT
* T's & C's apply

Website Maintenance

Our Maintenance Plans are designed to ensure that your website stays current, is secure and can be updated as your website requirements increase. Our Maintenance plans include web & email hosting, security and speed updates, plugins ,theme updates, web development/design or content updates and a monthly analytics report.

 1	 2	 3
Package 1	Package 2	Package 3
<ul style="list-style-type: none">• Web updates per month (2hrs).• Security and speed updates.• Monthly wordpress updates.• Plugins and theme updates.• Monthly Activity Report.	<ul style="list-style-type: none">• Web updates per month (4hrs).• Security and speed updates• Monthly wordpress updates• Plugins and theme updates• Monthly Activity Report.	<ul style="list-style-type: none">• Web updates per month (6hrs).• Security and speed updates.• Monthly wordpress updates.• Plugins and theme updates.• Monthly SLA Activity Report.
R2 000	R4 500	R6 500

* An hourly rate of R550 will be charged for any once-off changes/updates on websites

* All rates exclude VAT
* T's & C's apply

Google Ads Packages

Google Ad Campaigns

are charged according to a 35% management fee and 65% Adword spend. Accounts are recommended to run for 3 months at a time as this will allow us to learn and retarget ads depending on clients needs.

<div style="background-color: #f9c74f; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">1</div> <p>Google Ads Setup</p> <p>Setup of Google Ads account</p> <p>R1 500</p>	<div style="background-color: #4db6ac; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">2</div> <p>Package 1</p> <ul style="list-style-type: none"> • Up to R5000 spend (excl management fee) • 3 separate ads • 1 hour per week of marketing optimization • Standard performance report 	<div style="background-color: #c6e0b4; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">3</div> <p>Package 2</p> <ul style="list-style-type: none"> • Up to R8000 ad spend (excl management fee) • 5 separate ads • 1.5 hour per week of marketing optimisation • Standard performance report
<div style="background-color: #e53935; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">4</div> <p>Package 3</p> <ul style="list-style-type: none"> • Up to R10 000 ad spend (excl management fee) • 8 separate ads • 2.5 hour per week of marketing optimisation • Standard performance report 	<div style="background-color: #9b59b6; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">5</div> <p>Package 4</p> <ul style="list-style-type: none"> • Up to R25 000 ad spend (excl management fee) • 10 separate ads • 3 hour per week of marketing optimisation • Advanced performance report 	<div style="background-color: #3498db; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">6</div> <p>Package 5</p> <ul style="list-style-type: none"> • Up to R40 000 ad spend (excl management fee) • 15 separate ads • 3 hour per week of marketing optimisation • Advanced performance report



Lead Time
24 - 48 hours

Google Services Offered :

Sitemap Upload – R1000

Sitemap upload to google for indexing

Google My Business – R1000

Profile generation for google my business

* All rates exclude VAT
* T's & C's apply

Social Media Packages

<p>1</p> <p>Basic 1</p> <p>1 x Channel</p> <p>Includes</p> <ul style="list-style-type: none"> Cover design. Monthly content plan Copywriting and social media management. Monthly performance & analytics report. <p>R2 800pm Boost from R1 000 extra</p>	<p>2</p> <p>Basic 2</p> <p>2 x Channel</p> <p>Includes</p> <ul style="list-style-type: none"> Cover design. Monthly content plan Copywriting and social media management. Monthly performance & analytics report. <p>R4 800pm Boost from R1 500 extra</p>	<p>3</p> <p>Basic 3</p> <p>3 x Channel</p> <p>Includes</p> <ul style="list-style-type: none"> Cover design. Monthly content plan Copywriting and social media management. Monthly performance & analytics report. <p>R5 800pm Boost from R1 800 extra</p>	<p>4</p> <p>Extensive</p> <p>4 x Channel</p> <p>Includes</p> <ul style="list-style-type: none"> Cover design. Monthly content plan Copywriting and social media management. Monthly performance & analytics report. <p>R7 800pm Boost from R2 500 extra</p>
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Once-off Setup fee/Revamp will be charged at R1200

Social Channels

<p>f</p> <p>Facebook</p> <p>Package 1</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 2</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 3</p> <p>12 posts per month. • 3 posts per week.</p> <p>Package 4</p> <p>16 posts per month. • 4 posts per week. • 2 Industry related content share</p>	<p>Instagram</p> <p>Package 1</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 2</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 3</p> <p>8 posts per month. • 2 posts per week. • 10 Stories per month.</p> <p>Package 3</p> <p>12 posts per month. • 2 posts per week. • 40 Stories per month. (10 stories per week)</p>	<p>in</p> <p>Linkedin</p> <p>Package 1</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 2</p> <p>4 posts per month. • 1 posts per week.</p> <p>Package 3</p> <p>4 posts per month. • 1 posts per week.</p> <p>Package 3</p> <p>4 posts per month. • 1 posts per week. • 2 Industry related content shares.</p>	<p>Twitter</p> <p>Package 1</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 2</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 3</p> <p>8 posts per month. • 2 posts per week.</p> <p>Package 3</p> <p>8 posts per month. • 2 posts per week. • 2 Industry related content shares.</p>
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* All rates exclude VAT
* T's & C's apply

Facebook Advertising



* All packages will include a monthly report

Once-off Setup fee/Revamp will be charged at R1200

* All rates exclude VAT
* T's & C's apply



Content Marketing



Lead Time
15 days

1

Advertorial Article with HOMEMAKERS Mobi

- Advertorial article featured in monthly newsletter.
- Advertorial article published on HOMEMAKERS Mobi "Trend Hub" section.
- Stock image (if no image provided) / photo retouching of supplied photos.
- 1 x post on HOMEMAKERS Facebook page

R5 000

2

General Copywriting

General Proofreading

R0.50 per word

General Copywriting

R1.50 per word

HOMEMAKERS Mobile Magazine

1

Mobi Listing

- Image with logo.
- Contact details.
- Introduction sentence.
- Click through to website.

Johannesburg	R600pm
Cape Town & Pretoria	R400pm
Bloemfontein, Durban, PE and Vaal	R300pm

2

Interactive ads

- Image with logo and animation.
- Contact details.
- Click through to website.
- Introduction sentence.

Johannesburg	R800pm
Cape Town & Pretoria	R600pm
Bloemfontein, Durban, PE and Vaal	R500pm

3

Video

- Video supplied by client.
- Contact details.
- Click through to website.
- Introduction sentence.

R1 000pm