



EDUCATION TODAY
Inspiration. Innovation. Celebration.

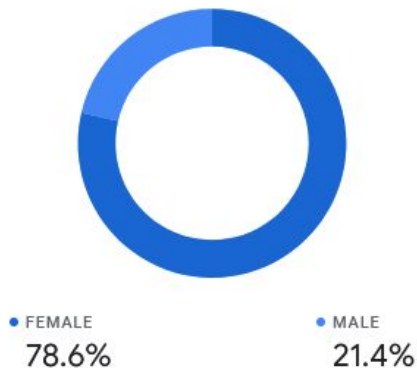
Rate Card [2026]

EDUCATION TODAY OVERVIEW

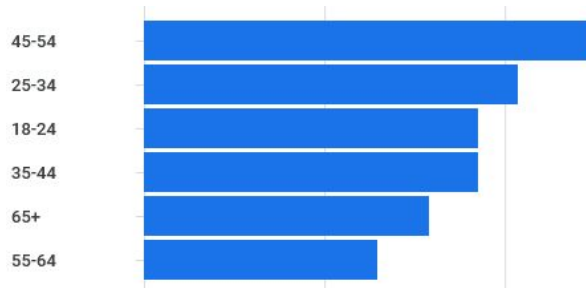
Education Today is the go-to source for the best in education news in South Africa and beyond. We provide comprehensive news coverage of the latest advancements and developments in South Africa's top private and public schools and universities, as well as information that will impact students and educators.

READERSHIP PROFILE

By Gender



By age



By interest

INTERESTS

[News & Politics/Avid News ...](#)

[Lifestyles & Hobbies/Shutter...](#)

[Travel/Travel Buffs](#)

[Banking & Finance/Avid Inve...](#)

[Technology/Technophiles](#)

[News & Politics/Avid News ...](#)

[Food & Dining/Cooking Enth...](#)

DISPLAY BANNER OPTIONS

Education Today offers select display opportunities ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions. All zones are rotational with up to 10 ads per zone available.

1200x250 HEADER BILLBOARD (BELOW MENU)

Occupies the width of the webpage and is ideal for maximum brand awareness. Generally a site-wide takeover.

728x90 LEADERBOARD TOP & BOTTOM OF CONTENT

Less subtle than the billboard ads, but still very visual on article detail.

300x600 HALF-PAGE SIDEBAR ATF

Above the fold within the article detail sidebar, with sticky scrolling and up to two minutes of viewability as users read articles.

300x250 RECTANGLE SIDEBAR BTF

Below the fold within the article sidebar, less obtrusive and good value for money.

The screenshot displays the Education Today website with several ad placements highlighted by teal boxes and labels:

- Header Billboard 1000x250:** Located at the top of the page, below the navigation menu.
- Half Page 300x600:** Located in the right sidebar, above the 'Top Posts' section.
- Leaderboard 728x90 ATF:** Located above the main article content.
- Leaderboard 728x90 BTF:** Located below the main article content.
- Rectangle 300x250:** Located in the right sidebar, below the 'Subscribe to Updates' form.

The main article is titled "Matric exam help: How to optimise the next five months" by Peter Kiel, dated 21 May 2024. The article content includes advice on preparing for the final exams, such as creating a revision plan and staying motivated. The right sidebar also features a "Subscribe to Updates" form and a "Top Posts" section with links to other articles.

EDUCATION TODAY DIGITAL RATE CARD

BANNERS

	SIZE in pixels	CPM*
Billboard	1000x250	R 350
Leaderboard (Top of Content)	728x90	R 250
Leaderboard (Bottom of Content)	728x90	R 150
Half Page (Article Sidebar Above The Fold)	300x600	R 250
Rectangle (Article Sidebar Below The Fold)	300x250	R 100

SPONSORED CONTENT (ADVERTORIALS)

	WORDS	RATE
Client supplied base content and images. We put together an advertorial article. Includes newsletter push and social media amplification.	800 - 1200	R 7,500

BANNER DESIGN SERVICE: R450 per banner

*CPM = Cost per thousand impressions/ads (M is the Roman numeral 1,000). **Minimum order 5,000 impressions (if banners only ordered)**

DISPLAY BANNER SPECIFICATIONS

HEADER BILLBOARD BANNER 1000x250:

Dimensions: 1000x250 pixels

Format: jpeg, gif

Max File size: 100kb

Animation: limited to 15 sec

LEADERBOARD BANNER 728x90:

Dimensions: 728x90 pixels

Format: jpeg, gif

Max File size: 60kb

Animation: limited to 15 sec

HALF PAGE BANNER 300x600:

Dimensions: 300x600

Format: jpeg, gif

Max File size: 80kb

Animation: limited to 15 sec

RECTANGLE BANNER 300x250:

Dimensions: 300x250

Format: jpeg, gif

Max File size: 60kb

Animation: limited to 15 sec

SPONSORED CONTENT (ADVERTORIALS)

Sponsored Content offers a prime opportunity for clients to engage authentically with Education Today's audience. Client-supplied copy and images are seamlessly integrated into our article templates, accompanied by an optional 1,000-impression companion banner campaign (additional impressions can be purchased). Clients are encouraged to provide relevant images, graphs, infographics, videos, and links for embedding within the article.

The article is prominently featured on Education Today's homepage, distributed through our newsletters, and amplified via Facebook, Twitter & LinkedIn. Sponsored content articles remain active on Education Today's site for a minimum of 12 months.

PLEASE NOTE: We apply strict editorial review on potential sponsored content and would only be interested in content that aligns fully with our mission & values. Therefore, not all sponsored content can be accepted.

TOTAL INVESTMENT PER ARTICLE: R7, 500

SPONSORED CONTENT SPECIFICATIONS

Copy / Content	Client supplied headline and article with a recommended length of 800 - 1,200 words
Byline	As this is paid-for content, the official byline that appears with the article will be the client's trading name. Specific mention of the author can be included in the footer of the article.
Header Image	As Education Today's article layout is responsive to the user's device, there is no specific dimension for the header image. Guideline dimensions: 1200x630 Max file size: 1MB Recommendations: for maximum impact, the focal point should be in the middle third of the image. The image should not include any text or graphics as these are likely to be cropped out, depending on the user's device.
In-article Graphics	Clients can supply relevant images, graphs or infographics to be included in the article. Format: Jpeg Max file size: 1MB
In-article Video	Videos can be embedded in-article with YouTube links, Instagram or TikTok posts (one video only).
In-article links	The client is welcome to submit up to 3 (Do-Follow) URLs within the copy to redirect the reader.
Companion Banners	Advertorials include an optional companion banner (1,000 impressions), as value-add (available sizes below): • Leaderboard (BOC) 728x90 : jpeg, gif 60kb Animation limited to 15s • Rectangle Sidebar BTF 300x250 : jpeg, gif 60kb Animation limited to 15s

CONTACT US

To get started, please email us on info@educationtoday.co.za with the order that you are interested in placing for review & quotation.



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