



MajentaMEDIA

DIGITAL STRATEGY & EVENTS MANAGEMENT

STANDARD PRICE LIST





WHO WE ARE

Majenta Media has a natural love for content and for translating your business' core message into creative content that is inspired, focused and connects with your market. We take the time to understand your brand and craft an authentic voice that speaks clearly across your social media, website content and professional communications. It's thought, creation and purpose fuelled with a lifetime of passion for writing, design, photography and people. Transforming your thoughts into strategy, engineering your engagement and creating the results, you want.

WHAT WE DO

We offer a wide range of professional services. We'll get to understand your business and create an individual package that best suits your needs. Unscrambling Social Media, we'll help you to get to where you want to be, and beyond. Creating the content you've always dreamed of. Our goal is to put your brand front and centre in the minds of your audience - and we know how to achieve it.

SOCIAL MEDIA - Let Us Nurture It

DIGITAL STRATEGY | DESIGN | MANAGEMENT | ANALYSIS

Social Media can be complex and time consuming and yet in today's world, having a strong online presence is a necessity. Think of it as the personality of your brand - who do you want customers to meet? Majenta Media takes the time to understand your message, craft your brand's unique voice and design content that will engage and connect, producing the results you want. We will grow your engagement and following using detailed audience targeting - and we'll break down the results for you every month so you can see how your business is growing! Our aim is to turn your online following into a family.

CONTENT & COPY - Your Thoughts, Our Writing

No need to spend hours scratching your head to come up with content for your website, newsletters, articles or even flying banners. We know just what it takes to differentiate you from the crowded and competitive market in your specific industry. Writing lights our fire and we'll happily burn the midnight oil to create the perfect content for you





BUSINESS WRITING - Get Things Done

Good Writing is Good Business - this is our belief. Whether it's your internal communication or your outward communications, it must be professional, effective and well researched. We deliver impactful, sophisticated results to each and every one of our clients. We are smart, we are fast, and we get the job done just how you envisioned. See how our services can truly benefit you today.

EVENTS MANAGEMENT - We Bring The Party!

Whether you want us to take the stress of a year-end function off your shoulders, or you want us to create an experience to help you celebrate your special day, we can do it all. We have extensive experience in production management for events across the board - from festivals to brand activations, we've done it all!

WEB DESIGN - Your online face

Every business needs a website that reflects who they are. It's likely to be one of the first places a customer will encounter your brand, so let us make the best first impression for you! Tailored to your needs, we will make sure that your website works for you - and it will be beautiful!

CORPORATE IDENTITY – Your First Impression

We want your business to have a distinct personality - to be instantly recognisable. Let us create an online presence that will ensure that the way in which the public perceives you (corporate image) and how you want to be perceived by the public (corporate identity) are aligned. Remember - you only get one chance at a first impression, and the Internet is forever!



A person in a space suit is centered in the frame, floating against a dark, starry background. The suit is illuminated with a purple glow. Numerous purple butterflies are scattered around the person's head and shoulders, appearing to fly or float. The overall aesthetic is futuristic and ethereal.

SOCIAL MEDIA

MARKETING

PACKAGES



TEMPLATES (ONCE OFF)

- ❖ Cost: R1, 000 excl. Vat
 - ✓ 1 x Social Media Platform
 - ✓ 2 x Posts Templates
 - ✓ Training on Boosting

BASIC LEVEL

- ❖ Cost: R1, 500 excl. Vat
 - ✓ 1 x Social Media Platforms
 - ✓ 2 x Posts Per week
 - ✓ Monthly Calendar
 - ✓ Weekly Post Approval Schedule
 - ✓ Monthly Analytics Report
- ❖ Add-on for additional posts per week:
 - ✓ R500each
 - ✓ This add-on will include a maximum of 6 posts per month

ENTRY LEVEL

- ❖ Cost: R2, 500 excl. Vat
 - ✓ 2 x Social Media Platforms
 - ✓ 2 x Posts Per week
 - ✓ Monthly Calendar
 - ✓ Weekly Post Approval Schedule
 - ✓ Monthly Analytics Report
- ❖ Add-on for additional posts per week:
 - ✓ R500each
 - ✓ This add-on will include a maximum of 6 posts per month





Intermediate Level

- ❖ Cost: R3,500 excl. Vat
 - ✓ 3 x Social Media Platforms
 - ✓ 2 x Posts Per week
 - ✓ Monthly Calendar
 - ✓ Weekly Post Approval Schedule
 - ✓ Monthly Analytics Report
- ❖ Add-on for additional posts per week:
 - ✓ R500each
 - ✓ This add-on will include a maximum of 10 posts per month

Expert Level

- ❖ Cost: R5,500 excl. Vat
 - ✓ 4 x Social Media Platforms
 - ✓ 3 x Posts Per week
 - ✓ Monthly Calendar
 - ✓ Weekly Post Approval Schedule
 - ✓ Monthly Analytics Report
- ❖ Add-on for additional posts per week:
 - ✓ R500each
 - ✓ This add-on will include a maximum of 10 posts per month

Professional Level

- ❖ Cost: R6,500 excl. Vat
 - ✓ 5 x Social Media Platforms
 - ✓ 3 x Posts Per week
 - ✓ Monthly Calendar
 - ✓ Weekly Post Approval Schedule
 - ✓ Monthly Analytics Report
- ❖ Add-on for additional posts per week:
 - ✓ R500each
 - ✓ This add-on will include a maximum of 10 posts per month





ALL PACKAGES INCLUDE:

- Service of a dedicated account manager
- An initial analysis of all social media accounts, and research into the history of the growth of the accounts
- Ongoing research into the company and their social media profiles: What areas need to be focused on and how best to reach their intended market and convert the social media spend into customers
- Design work for imagery
- Copywriting
- Ongoing digital strategy
- Content calendar which will show a minimum of 1 weeks' worth of posts and adverts for approval at all times
 - ✓ This content calendar will reflect the metrics and targeting for each post and targeted ad, as well as what will be posted on each specific day and at what time, the image associated with each post, and all copy for each post
 - ✓ This content calendar will be hosted on Dropbox, therefore the client will be able to access it at any time of day or night
- The benefit of access to a wide range of Facebook audiences as our social media strategist runs 12-30 other pages. This means that paid advertising can be targeted directly to any of the fanbases of any of these pages

PACKAGES EXCLUDE:

Monthly fee does not include advertising budget. This is to be determined by the client. We will advise on what we think an appropriate amount per month would be, but at the end of the day it is dependent on the client's budget and individual needs





Additional Portals:

- ❖ Portal Revamp : R500 excl. Vat (Once Off)
- ❖ Portal Set-up : R800 excl. Vat (Once off)
 - ✓ +-7 Templates to choose from relative to your company
 - ✓ Tailored creation of the page – what tabs you need, what layout is most effective for your business
 - ✓ Population of all past content i.e. photo albums

Boosting:

- ❖ Recommended budget : R50 per post

Ad Words Management:

- ❖ AdWords Management
 - ✓ R1,500excl.Vat

Google Business Account:

- ❖ Account set-up & Management : R1,100 excl. Vat
- ❖ Account Management : R600excl. Vat

Mailchimp:

- ❖ Account set-up & Management : R1,000 excl. Vat
- ❖ Billing paid by Majenta Media

Corporate Identity Package

- ❖ Cost: R1, 950 excl. Vat
 - ✓ Designs: Logo's with variations, Business Card, Letterhead & Footer, Email Signatures

Hourly Design Rate

- ❖ Cost: R650 excl. Vat



A person in a space suit is centered in the image, surrounded by a swarm of purple butterflies. The background is dark with a starry pattern. The text "WEBSITE PACKAGES" is overlaid on the person's torso.

WEBSITE PACKAGES



Starter Website Package

- ❖ Cost: R2,000 excl. Vat
- ❖ 1 Page website Including : About page, Products/ Services page, Contact form & information page, basic SEO (Search Engine Optimisation Implementation) implementation

SME Website Package

- ❖ Cost: R4,000 excl. Vat
- ❖ Multiple page website including : Home navigation page, About page, Products/Services page, Contact page, Privacy Policy page, Custom error 404 page, SEO (Search Engine Optimisation Implementation), Monthly report

Professional Website Package

- ❖ Cost: R 9,500 excl. Vat
- ❖ Coming Soon page, Multiple page website including: Home Navigation page, About page, Products/Services page, Contact page, Privacy Policy page, Custom error 404 page, SEO (Search Engine Optimisation Implementation), Monthly report, Ecommerce

Website Hosting

- ❖ Starter Web Hosting : R120
 - ❖ 5GB Server Space
 - ❖ Up to 5 Emails
 - ❖ Related IT Services and Support
- ❖ Professional Web Hosting : R200
 - ❖ 10 GB Server Space
 - ❖ Up to 10 Emails
 - ❖ Related IT Services and Support

Website Upgrades

- ❖ R3,000excl.Vat

Domain Registration

- ❖ Cost:R500excl.Vat





ADDITIONAL
MARKETING
TOOLS



Billboards

- ❖ Outdoor **billboards** & advertising – Build your brand with our premium outdoor advertising space and **billboards**:
 - ❖ R24 HIGHWAY (MEADOWDALE): 4400mm x 17900mm
 - ❖ R21 HIGHWAY (KEMPTON PARK): 9900mm x 30 000mm
 - ❖ R21 HIGHWAY (BREDELL): 9900mm x 30 000mm
 - ❖ NORTH RAND ROAD (HUGHES /BOKSBURG): 9900mm x 7900mm
 - ❖ R21 HIGHWAY (WITFONTEIN): 4400mm x 17 900mm
 - ❖ R21 HIGHWAY (RHODESFIELD): 4400mm x 17 900mm
 - ❖ Sami G Office Building

Digital Marketing

Modern Athlete is SA's Biggest Running Publication with a subscriber base in excess of 80 000 readers and are completely digital now. We have many avenues to promote events and brands including weekly newsletters, monthly digital mag, product reviews, testimonials, competitions, etc.





MODERN

athlete

SA's Biggest Running Publication
DIGI-MAG RATE CARD



FULL PAGE
Width: 210mm
Height: 297mm
R5,000



HALF PAGE (H)
Width: 210mm
Height: 148,5mm
R3,000



CLASSIFIEDS
Width: 105mm
Height: 74,25mm
R1,000



SAMPLES OF PREVIOUS DIGIMAGS



Om Die Dam



Pirates Half Marathon

LARGE READERSHIP

Event digimags are mailed to the entrants the Monday preceding the event. Due to the fact that the information contained within the digimag is vital for the entrants and needs to be read, the average open rate is 82% and thus provides massive value to advertisers.





MODERN
athlete
SA's Biggest Running Publication
2019 RATE CARD



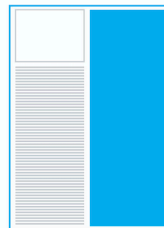
Let Modern Athlete be the medium whereby your brand is able to speak to **85,000+** subscribers



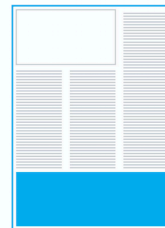
FULL PAGE
Width: 210mm
Height: 297mm
R15,000



HALF PAGE (H)
Width: 210mm
Height: 148,5mm
R10,000



HALF PAGE (V)
Width: 105mm
Height: 297mm
R10,000



QUARTER PAGE
Width: 210mm
Height: 74,25mm
R6,000



EIGHTH PAGE
Width: 105mm
Height: 74,25mm
R2,000

EXTRAS
In addition to supplying an advert, you can contact us to discuss sponsorships, advertorials and competitions. We can also assist you with your design requirements if needed.





MODERN
athlete
CLASSIFIEDS ADVERTISING

Would you like **85 000** pairs of eyes to read about your business?
Then advertise in **SA's Biggest Running Publication!**



SOCIAL MEDIA

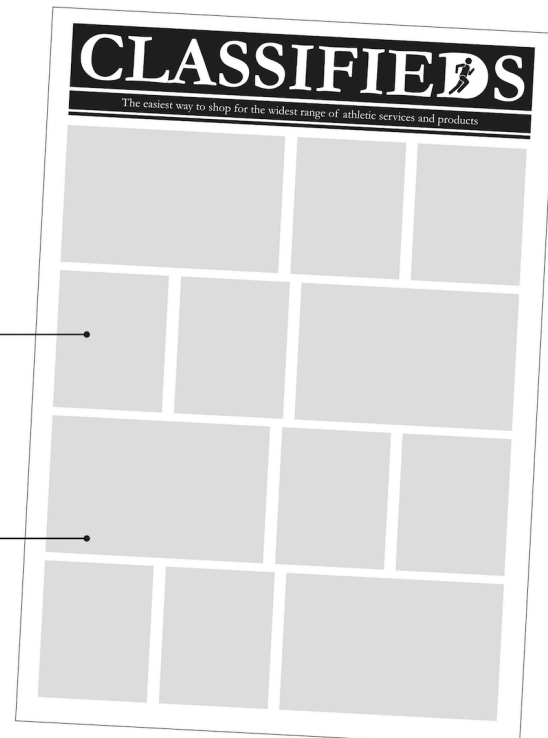
We'll share your page to our newsletter
and facebook.



**URL CLICK
THROUGHS**

1/16th page
Width: 45,5mm
Height: 57mm
R1 000

1/8th page
Width: 91mm
Height: 57mm
R2 000





ACCEPTANCE OF
QUOTATION





Signed at on this the..... day of..... 20.....

ON BEHALF OF COMPANY NAME:

LANDLINE NUMBER:

VAT NUMBER:

REGISTERED ADDRESS:

PACKAGE / SERVICES SELECTED:

INITIAL PERIOD:

START DATE:

END / RENEWAL DATE:

FEES & DISBURSEMENTS:

CLIENT FULL NAME:

CAPACITY:

DIRECT CONTACT NUMBER:

EMAIL ADDRESS:

SIGNATURE:

MAJENTA MEDIA REPRESENTATIVE:

CAPACITY:

DIRECT CONTACT NUMBER:

EMAIL ADDRESS:

SIGNATURE:



GET IN TOUCH

CONTACT NUMBER: +27 11 450 0460

EMAIL ADDRESS: michelle@majentamedia.co.za

WEBSITE ADDRESS: www.majentamedia.co.za

ADDRESS: Ground Floor, Sami.G Office Square

Greenvale Road

Wilbart, 1601

