



## WEB RATES CARD

### Advertising on the Western Cape Furniture Initiative Website (WCFI)

Your advert(s) will appear on all pages within [www.capefurniture.za.org](http://www.capefurniture.za.org) for the duration of the time booked.

The advertising rotation is randomised to ensure equal viewing opportunities but no more than three advertisers will appear in any one location at the same time. Advertisers can choose to be the only company appearing on the full rotation.

Your advert can either be supplied as finished artwork to the specifications provided below, or if you need further assistance creating your advert contact Bernadette Isaacs via email [bernadette@furniture.org.za](mailto:bernadette@furniture.org.za) or [info@capefurniture.za.org](mailto:info@capefurniture.za.org)

#### Advertising Positions and Costs

**Please Note:** WCFI retains absolute discretion over the content of any advertisement, published in print, electronically, or by other means.

##### Left Side Web Button

210 x 120 Pixels (width x height)  
1 in 3 rotation R 650 per month  
Full rotation R 1200 per month

##### Right Side Web Button

210 x 120 pixels (width x height)  
1 in 3 rotation R 650 per month  
Full rotation R 1200 per month

##### Bottom Centre Web Banner

490 x 115 pixels (width x height)  
1 in 3 rotation R 700 per month  
Full rotation R 1900 per month

##### Artwork deadlines

All finished banner artwork to be supplied no later than five working days prior to first day of the booked month.

If you need assistance in creating your advert please contact

Image Group no later than 10 working days prior to first day of the booked month.

### **Payment**

Invoices will be issued two weeks following the publication of your advert.

Payment will be due within 30 days of the invoice date, although WCFI reserves the right to seek payment when an application has been accepted.

### **How to Book**

Please contact Bernadette Isaacs, of the WCFI  
email: [bernadette@furniture.org.za](mailto:bernadette@furniture.org.za)

### **Technical Specifications**

#### **Advert Artwork**

Artwork must be submitted in the following formats:

- Animated RGB GIF
- Static RGB GIF

#### **Advert File Size**

There are two sizes of advert available as follows:

- Web Button 120 x 240 pixels (width x height)  
(Submissions no larger than 25 kilobytes)
- Web Banner 468 x 60 pixels (width x height)  
(Submissions no larger than 45 kilobytes)

#### **Accepted Transfer Media**

- Email: [bernadette@furniture.org.za](mailto:bernadette@furniture.org.za)
- CD-Rom or DVD

Many thanks

Bernadette Isaacs

[bernadette@furniture.org.za](mailto:bernadette@furniture.org.za)