

Advertise on the Kwanalu website!

Introduction:

Kwanalu represents the farmers of KwaZulu-Natal providing leadership on all key general agricultural sector issues through top level skills in lobbying, facilitating and communicating.

The organisation creates an enabling environment for farmers through policy formation and legislation that applies at regional, district and local levels.

Website Launch in 2008!

The Kwanalu website was launched during November 2008. A recent survey conducted with our members indicated that more than *70% of respondents would visit the Kwanalu site at least once a week*. As 80% of commercial farmers in the province are members of Kwanalu, advertising on our website will expose your product or service to the majority of the farmers within the province. International and national interest will also generate visitors to the website.

The website has been designed so that it is informative and newsy, but the format is very user friendly and relatively simple as many of the farmers are using landlines to access the internet. We don't want long download times. We want the farmers to be able to access the information they want, when they need it.

Your Invitation...

We would like to invite you to advertise on the Kwanalu website and promise that we will not feature any of your competitors - you will have exclusivity.

You can choose from the following options:

OPTION 1

An advert that will appear on the home page. The dimensions are 120x300 pixels, a .jpeg or image advert.

As there will only be one advertiser on the home page the cost is:

R2390 for 6 months

R4180 for 12 months

An option with a hyperlink to your own site will cost an additional:

R220 for 6 months

R300 for 12 months

OPTION 2

An advert on our exclusive product page that can have 2 images (e.g. a logo and a photo) as well as 400 words of copy and a link to your own website. The dimensions are no more than 415 x 200 pixels.

Options:

R3580 for 6 months

R5370 for 12 months

You will provide information (in MSWORD) as well as your logo and images (as .jpegs). Once the site is designed, we will ask you to approve your page. We reserve the right to charge for changes to the page within the contract period.

For more information or to make your booking please contact Kwanalu on 033-3429393 or ethel@kwanalu.co.za.