



# Advertising Rates

Your online **Health Directory** for professionals

*"Let go of your inhibitions. Loosen your hair and do something you love."*

- Belinda Bras-Nel

## MEMBERSHIP

Web page on Body and Mind	R 75-00	Monthly Debit Order
Shopping Centre Products	R 150-00	Monthly Debit Order

## Top Leaderboard 640 x 90

R 1 000-00 per Month (3 in Rotation)

## MPU 300 x 250

R 900-00 per Month

## YouTube Video

R 500-00 per Month  
(4 in Rotation)

Panel of Experts (125X125 pix)	R 150-00	Monthly Debit Order
Featured Products (125X125 pix)	R 300-00	Monthly Debit Order
Featured Services (125X125 pix)	R 300-00	Monthly Debit Order

## MONTHLY NEWSLETTER (First Wednesday of every month)

<i>* New Members will be introduced in the Newsletter</i>	<b>Member</b>	<b>Non-Member</b>	
Text Insert of 200 words	R 250-00	R 350-00	Per Province With Picture
Text Insert of 200 words	R 600-00	R 800-00	Country Wide With Picture
Banners - Top Left	R 650-00	R 850-00	All Provinces (36 000 Subscribers)

## MAILSHOTS

	<b>Member</b>	<b>Non-Member</b>	
3 Provinces 12 Groups 3000 subscribers in each group	R 280-00	R 330-00	Once Off Per Group
<b>Friday Promotions</b> <small>This type of mailshot is shared with 3 other adverts and is delivered to an entire province. We need 1 image and 80 words and a title.</small>	<b>KZN</b> R 300-00 <b>CAPE</b> R 300-00 <b>GAUTENG</b> R600	<b>KZN</b> R 400-00 <b>CAPE</b> R 400-00 <b>GAUTENG</b> R800	Delivered on Fridays Only

## WEEKLY BANNER DISTRIBUTION *Banners are sent to 1 group every week.*

Banner With Short Description	R 150	Monthly
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## SOCIAL MEDIA ADVERTISING

	<b>Member</b>	<b>Non-Member</b>	
Splash	R 300-00	R 380-00	Per Package Display
Facebook Promotions	R 500-00	R 700-00	Reaches approx. 4000 recipients <small>*Price is subject to change without notice according to exchange rate fluctuations</small>

## BECOME A BODY & MIND MEMBER

### Benefits include:

- A web page on the Body & Mind website that will promote you and your field (incl. Google map).
- Advertising is discounted.
- Articles can be uploaded when written and will be shared with the health community.
- Biography and picture of you - this is linked to all articles as well.

## HOW TO BECOME A BODY & MIND MEMBER

Email us on [info@bodyandmind.co.za](mailto:info@bodyandmind.co.za) with your request. We'll ask for the details you wish to have on your page. Sign your debit order form and you're in.

## PREPARATION CHECKLIST

- Send Body and Mind an email.
- Complete Debit Order Form.
- Prepare an A4 page with the information for the web page.
- Choose images for your page.
- Prepare a Biography.
- Get a head and shoulder picture for the Biography.
- Take advantage of Body and Mind's advertising tips.
- List your event for free on the events page of Body and Mind.

## ADVERTISING TIPS:

- Send out regular mail shots. Remind South Africa of your amazing service.
- Create a FB page and share quotes and pictures with your friends and family.
- If you don't have a Facebook page, we'll help you create one.
- Update your linked in profile.
- Write interesting articles - try think of something that nobody has done before.
- Include articles in the newsletter at least once every 3 months. Make sure the spelling is perfect.
- Plan for 6 months at a time.
- Set short, medium and long term goals for your strategy.
- Although Facebook is a great place to start, find 2 or 3 other social media networks that work for you.
- Set vision and mission statements.
- Remember: you're not marketing against others, your marketing to promote your service.
- Remove all negativity from your life - meditate daily!
- We are here to help you expand your national footprint. Use us, don't abuse us.

## CONTACT US

Send an email to [info@bodyandmind.co.za](mailto:info@bodyandmind.co.za)

Or

Call us on 031 464 3247

