

**Information needed for online advertisement**

[**www.southafricafactoryshops.co.za**](http://www.southafricafactoryshops.co.za)

**Where Every Day's a Black Friday**

**WE GIVE YOU EXCLUSIVE ACCESS TO THE HEARTS, MINDS AND WALLETS OF**

**MILLIONS OF SHOPPERS ACROSS SOUTHERN AFRICA**

 **Please type in info into text boxes below, as applicable. This completed document must be emailed back as indicated at the end of this document.**

**Registered name of business:**

|  |
| --- |
|  |

**Company registration number:**

|  |
| --- |
|  |

**Owner ID number if no company registration number:**

|  |
| --- |
|  |

**VAT number (if applicable):**

|  |
| --- |
|  |

**“Everyday” name of factory shop business:**

|  |
| --- |
|  |

**Type of factory shop business:**

|  |
| --- |
|  |

**Physical address:**

|  |
| --- |
|  |

**Postal address:**

|  |
| --- |
|  |

**Phone number(s)**:

|  |
| --- |
| +27 (0)+27 (0) |

**Fax number:**

|  |
| --- |
| +27 (0) |

**Cell number(s) (optional):**

|  |
| --- |
| +27 (0)+27 (0) |

**A/H phone number(s) (optional):**

|  |
| --- |
| +27 (0)+27 (0) |

**Contact name(s):**

|  |
| --- |
|  |

**Operating hours:**

|  |
| --- |
|  |

**Methods of payment accepted:**

|  |
| --- |
|  |

**Email address:**

|  |
| --- |
|  |

**Website address (if applicable):**

|  |
| --- |
|  |

**Facebook address (if applicable):**

|  |
| --- |
|  |

**Twitter address (if applicable):**

|  |
| --- |
|  |

**YouTube address (if applicable):**

|  |
| --- |
|  |

**Skype address (if applicable):**

|  |
| --- |
|  |

**Instagram address:**

|  |
| --- |
|  |

**Major brands sold:**

|  |
| --- |
|  |

**Description of the business:**

|  |
| --- |
|  |

**Does the shop offer extra discounts for bulk buyers?**

|  |
| --- |
|  |

**Does the shop courier nationwide?**

|  |
| --- |
|  |

**I am choosing to (delete whatever is applicable - advertising rates / options can be seen below)**

|  |
| --- |
| Option 1 for xxxx monthsOption 2 for xxxx months Option 3 for xxxx monthsOption 4 for xxxx monthsYouTube videoLoyalty programGift vouchersBanners and or logosOther |

 **Images needed**

Please email images (photos, logos, etc.) together with this form or we can come and take photos for you (photographic service available in Cape Town area only and included in the rates).

**ADVERTISING RATES**

**COSTS OF ADVERTISING YOUR FACTORY SHOP/OUTLET/WHOLESALE BUSINESS VIA A DIRECTORY ADVERT:**

We charge a once off setup fee to produce the initial advertising, a nominal monthly fee and an optional nominal "pay per view" fee.

**Advertising Setup Fee**

* Once off setup / production fee: R1 500 plus VAT (this includes producing the directory advert / website, taking pics and prices and descriptions of the stock in the shop, publishing all to the portal and to Facebook and other related work).

 **Monthly / Annual Advertising Rates** (this includes having a presence on the portal 24/7, unlimited submission of adverts, specials, etc and publication of such to the portal and Facebook as well, plus much more):

**We highly recommend that all new advertisers trying this medium for the first time use** **OPTION 2 for a 3 month period, after which a suitable package as below can be continued with.**

* **OPTION 1 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R1 000 plus VAT per month or R10 000 plus VAT per 12 months (you receive a R2 000 discount for upfront annual payment).
Pay per view fee: (50 cents) plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged 50 cents plus VAT, invoiced in arrears monthly. Our custom software tracks this accurately.

Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R250 plus VAT is charged per call out (Callouts in the Cape Town area only).

* **OPTION 2 – Client submits advertising via email or WhatsApp and we *ALSO* actively come to the shop to take images, copy, etc. (Shops are visited in the Cape Town area only**)**:**Monthly fee: R1 500 plus VAT per month or R15 000 plus VAT per 12 months (you receive a R3 000 discount for upfront annual payment).
Pay per view fee: 50 cents plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged 75 cents plus VAT, invoiced in arrears monthly. Our custom software tracks this accurately.
* **OPTION 3 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R2 000 plus VAT per month or R20 000 plus VAT per 12 months (you receive a R4 000 discount for upfront annual payment).
Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R250 plus VAT is charged per call out (Callouts in the Cape Town area only).
No “pay per view" fee.
* **OPTION 4 – Client submits advertising via email or WhatsApp and we ALSO actively come to the shop to take images, copy, etc. (Shops are visited in the Cape Town area only**)**:**
Monthly fee: R3 000 plus VAT per month or R30 000 plus VAT per 12 months (you receive an R6 000 discount for upfront annual payment).
No “pay per view" fee.

Our full rate card can be seen by clicking [**here**](http://factory-shops-cape-town-south-africa.blaauwberg.net/rate_card.php).

Advertisers receive the following free value adds:

* Hidden searchable keywords for onsite searches
* Guaranteed Google placement
* Your own personalized website address, such as www.safactoryshops.co.za/companyname
* Ability to submit specials for publication on the site
* Benefit from our [Facebook group](http://www.facebook.com/#/group.php?gid=216577514064) with over 384 000 members.

All advertisers receive monthly feedback as to the activity of their advertising on this portal, as in how many times their directory adverts have been viewed and how many times their logos have been clicked on.

**Please email this completed document to** **info@safactoryshops.co.za**

**Contact: Marius Boraine**

**Work: +27 (0)87 702 3714 (VOIP landline)
Cell: +27 (0)82 897 9854**

**Fax: 086 671 5009**