

YOUR BRAND. IN THE DAILY CONVERSATION.

South African stories. A distinctive local voice.
An early place for your business.

FOUNDING ADVERTISER PILOTS

From R990 / 30 days

A named website placement, simple creative support and a campaign report.
Start small, see what happens, then decide what comes next.

Wize Owl is a launch-stage publication. This is a fixed-duration advertising offer, not a guarantee of audience size, clicks or sales.

Give people a reason to notice your brand.

Wize Owl brings source-linked South African news, sport, money, business, tech, life and entertainment into one daily catch-up. Your advert gives readers a clear next step: explore an offer, visit your website or contact your business.

01 One useful offer

A special, event, product or service worth clicking. We help turn your supplied assets into a clear advert, with one action.

02 A placement you can point to

Your booking specifies the exact space and dates. One advertiser occupies that booked slot during the agreed flight; this is not site-wide or category exclusivity.

03 A report you can use

See recorded ad impressions, clicks and click-through rate for your campaign period. We discuss what to improve before you choose to renew.

Built for a pilot. We are establishing our audience and will share available dated traffic evidence before booking. Your spend buys the agreed placement and work, not an unverified reach claim.

Choose your first move.

Launch prices per 30-day campaign. A named slot is confirmed before payment. No automatic renewal.

STARTER

R990

Planned standard R1,490

One 300 x 250 content rectangle OR the footer leaderboard. A low-commitment first campaign.

SPOTLIGHT

R1,990

Planned standard R2,990

One homepage leaderboard OR the in-feed banner. For a focused product, promotion or launch.

FRONT ROW

R3,490

Planned standard R4,990

One top leaderboard OR the sports sponsor banner. Priority positioning for your main message.

Every tier includes: one static design using your supplied brand assets, one revision, one mid-campaign creative swap and an end-of-campaign report within five working days.

Launch rate may be renewed for up to three consecutive 30-day flights. Standard prices above are proposed future rates, not previous selling prices. Media buying is separate. VAT added only if legally applicable and confirmed in your quote.

Stories worth sharing. Traffic worth measuring.

Our audience-development plan combines organic publishing with controlled paid tests. Channel activity will be phased, measured and adjusted rather than spread thinly across every platform at once.

ORGANIC DISCOVERY

Facebook, Instagram and TikTok publishing; Google search discovery; and opt-in WhatsApp distribution. Short, useful social formats will lead readers back to relevant site coverage.

PAID DISCOVERY

Planned tests include Facebook and Instagram ads, TikTok, Google, Taboola and Outbrain / Teads, with other suitable sources considered as results develop. Each requires budget, eligible accounts, platform approval and suitable creative.

YOUR CAMPAIGN BUDGET STAYS CLEAR

The placement fee does not include paid traffic or promise a spend on every channel. A dedicated paid campaign is optional and quoted separately, with its media budget, management fee, dates and objective approved first.

Named platforms describe our intended distribution mix. They are not endorsements, partnerships or evidence that every channel is already active.

Start with two options.

Tell us what you sell, who you want to reach and the action you want people to take. We will suggest two suitable placements and one clear campaign angle.

01 AGREE THE BRIEF

Choose a slot, 30-day flight and destination link. Approve the creative and any separate paid-media quote before launch.

02 RESERVE YOUR FLIGHT

Proposed pre-sale terms: 25% reservation deposit, balance due before launch. Deposit refundable until the agreed start date. If we cannot deliver the booked slot, choose a revised flight or a full refund of undelivered placement fees.

03 REVIEW THE RESULTS

Reporting uses first-party recorded events, not independently audited unique reach. Ad blockers, repeat activity and tracking limitations can affect counts. Sales attribution requires a separately agreed tracking setup.

Creative and placement: 970 x 90 leaderboards; 728 x 90 in-feed; 300 x 250 rectangles. Supply owned or licensed assets. Advertisements are labelled. Editorial coverage cannot be purchased. Sensitive-content exclusions must be agreed and checked before acceptance; no automated exclusion guarantee is included.

Want the two best options for your business?

Reply to the person who sent you this proposal.