



ADVERTISING RATES

Your online **Health Directory** for professionals

Where to Start: **MEMBERSHIP**

Directory Web Page	R 85-00 (R1 000 Once-off set up fee)	Monthly Debit Order R95 if by invoice
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Next Step: MAILSHOTS [Member & Non-Member Rates]

	Member	Non-Member	
3 Provinces 4 Groups <i>Approx. 6000 recipients per group.</i>	R 840-00	R 990-00	Once Off Per Group R250 per hour design fee. Most mailshot's take one hour design.

Other Tools:

MONTHLY NEWSLETTER (First Friday of every month)

<i>* New Members will be introduced in the Newsletter</i>	Member	Non-Member	
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

ONLINE RECORDINGS

	Member	Non-Member	
Body and Mind Podcast Interview (10 mins)	R 500-00	R 650-00	A Skype interview that is recorded, given to you to be used for ongoing online advertising.

WEB DESIGN

Want to see examples of what we have done?

[CLICK HERE](#)

5 Page Website	R4 500-00	50% upfront, 50% upon completion
eCommerce Website	Starting at R6 000-00	50% upfront, 50% upon completion
Website Hosting <i>Secure, unlimited space</i>	R150-00 for Members R250-00 for Non-Members	Monthly
Domain Name Purchase	R250-00	Annual Fee

GRAPHIC DESIGN

Logo design Email signature Online letterhead Social Media Graphics Email header (optional)	R2 500-00	50% upfront, 50% upon completion <i>Ask for a quote on any other graphic design work..</i>
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SOCIAL MEDIA ADVERTISING



	Member	Non-Member	
Splash	R 300-00	R 380-00	Per Package Display
Facebook Advertising	R 500-00	R 700-00	Reaches approx. 3000 recipients <small>*Price is subject to change without notice according to exchange rate fluctuations</small>
Facebook Page Management	R 500-00	R 600-00	Monthly



HOMEPAGE ADVERTISING

Top Leaderboard 720 x 90

R1000-00 per Month (3 in rotation)
R600-00 per Month on other pages

MPU 280 x 240

R 900-00 per Month

MPU on other pages
R500 per Month

YouTube Video

R 500-00 per Month
(4 in Rotation)

YouTube Video on other pages
R300 per Month

Featured Members (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

700 x 310

R 2 000-00 per Month

Banner on Events Page
R1000-00 per month

*“Doing business without advertising is like winking at a girl in the dark.
You know what you are doing, but nobody else does.”*

-Steuart Henderson Britt

BECOMING A BODY & MIND MEMBER

Benefits include:

- Membership Page (with a badge to add to your homepage - a great link for your ranking)
- Reduced advertising rates
- Free article uploads which are shared in the monthly national newsletter
- Google map and biography of you
- Unlimited online marketing advice
- List you under as many categories as applicable to you

THE R1 000 SET UP FEE INCLUDES

- Initial consultation (telephonic or skype)
- Market research with optimised keyword search
- Set up of Body and Mind webpage
- Set up of your own admin section complete with username and password
- Branding discussion
- Setting up events link so that all events display on your page
- Setting up personalized photo Gallery

HOW TO BECOME A BODY & MIND MEMBER

Click the green button to download the membership form.
Send it to us on info@bodyandmind.co.za

Membership



PREPARATION CHECKLIST

- Send Body and Mind an email.
- Complete the Membership Form.
- Prepare an A4 page with the information for the web page.
- Choose images for your page.
- Prepare a Biography.
- Get a head and shoulders picture for the Biography.
- Take advantage of Body and Mind's advertising tips.
- List your event for free on Body and Mind's [What's On Diary](#).

ADVERTISING TIPS:

- Send out regular mailshots. Remind South Africa about your amazing service.
- Create a Facebook page. 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 LinkedIn profile.
- Write interesting articles - try think of something that nobody has written about before.
- Include articles in the newsletter at least once a month. 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, use 2 or 3 other 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

Or

Call us on 031 701 7548

www.bodyandmind.co.za

