

# BLUE SKY PUBLICATIONS

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Campaign: **Homecoming Revolution Advertising Exposure**  
Proposal To: **Exhibitors**  
Timing: **January - March 2010**  
Objectives: **To broaden your impact within the SA Audience around the time of the exhibition**

#### Statistics:

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#### **The South African Newspaper - 30,000 copies weekly**

The South African Newspaper is London's only newspaper for South Africans living in London. The paper is a blend of News, Lifestyle, Travel, Business, Recruitment and Sport. The three tier media platform is the most effective way of marketing to the South African community – bar none.

#### **Demographics**

25-45 years old

50% Female | 50% Male

Earning £2.5k-£5k per month

<http://www.mpldigital.com/blue-sky/south-african/342>

#### **The South African Website – 60, 000 unique impressions monthly**

[www.southafrican.co.uk](http://www.southafrican.co.uk)

#### **The South African Enewsletter – 15 000 database**

<http://mailer.bluegrassdigital.com/T/ViewEmail/r/365C7C96A342478B/F335FA34A689EDB1C67FD2F38AC4859C>

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- **Proposal**  
As Media Sponsor of the Woza Ekhaya Homecoming Event, it is our great pleasure to offer exhibitors heavily discounted **Gold, Silver and Bronze** ad packages within the 'Homecoming Editorial Section' in the newspaper, the dedicated 'Homecoming Enewsletter' and 'Homecoming Website Channel' during the marketing of Woza Ekhaya which runs from: **Jan 19<sup>th</sup> to March 23<sup>th</sup>**.
- **Please note:** We are well aware of the material constraints and different needs of various companies. Whilst these packages were necessary to build the extra mediums around the event, **the form they take can be negotiated. Please do not hesitate to talk to us.**



*Three packages are available:*

**Gold Package: (There are only 3 Gold packages available)**

- ½ Page in Homecoming Section Jan 19<sup>th</sup> – March 23<sup>rd</sup> (10 insertions)
- One of either Animated Leaderboard, Skyscraper or MPU on the Homecoming Website Channel (Residency for 10 weeks).
- One of 3 Animated MPU or Banners on the Dedicated Homecoming Enewsletter (10 Enewsletters).
- Brain for Business CEO interview in the South African Newspaper
- Editorial profile in print, enews and online.
- Preferred Supplier link on Home Page of The South African Website
- Listing in classifieds section of newspaper
- Data share of all candidate emails gathered by Blue Sky on the day. (Within data capture regulations).
- Logo (link) on the Dedicated Homecoming Website channel
- Logo (link) on the Dedicated Homecoming Enewsletter

**Cost per week: £272.00 (10 weeks)**

**Silver Package: (There are only 8 Silver packages available)**

- ¼ Page in Homecoming Section Jan 19<sup>th</sup> – March 23<sup>rd</sup> (10 insertions).
- Brain for Business CEO interview in the South African Newspaper.
- Animated 120 x 90 banner on the Dedicated Homecoming Website channel. (Residency for 10 weeks).
- Animated 120 x 90 banner on the Dedicated Homecoming Enewsletter
- Editorial Profile in print, enews and online.
- Logo (link) on the Dedicated Homecoming Website channel
- Logo (link) on the Dedicated Homecoming Enewsletter

**Cost Per week: £185.00 (10 weeks)**

**Bronze Package: (There are only 20 available)**

- ¼ Page in Homecoming Section Jan 19<sup>th</sup> – March 23<sup>rd</sup> (10 insertions)
- Logo (link) on the Dedicated Homecoming Website channel
- Brain for Business CEO interview in the South African Newspaper.
- Logo (link) on the Dedicated Homecoming Enewsletter
- Editorial Profile in print, enews and online.

**Cost Per Week: £125.00 (10 weeks)**

**Terms & Conditions**

The bookings must be made for the 10-week period Jan 19th – March 23<sup>rd</sup>.  
These discounts cannot be used with any other discounts offered at other times.

**Contacts**

*Please contact the following people to book in your package:*

**Banking, Finance, Accounting Services, Shipping, FX, Festivals, Music, Events, Restaurants:**

Gordon Glyn-Jones - 0783 476 8323 - [gordong@blueskygroup.co.uk](mailto:gordong@blueskygroup.co.uk)

**Tax, Immigration, Visas, Tax Refunds, NI Rebates, Telecoms, Sports Events, Health Services:**

Patrick Atherton - 07793910014 - [patrika@blueskygroup.co.uk](mailto:patrika@blueskygroup.co.uk)

**Bars, Pubs, Clubs, Travel Shops, Food & Drink, Retailers, Recruitment SA/AUS, Gyms**

James Pook - 07887582858 - [jamesp@blueskygroup.co.uk](mailto:jamesp@blueskygroup.co.uk)

**Travel, Recruitment UK, Charity, SA Property, UK Property**

Dominic Young - 07860229135 - [dominicy@blueskygroup.co.uk](mailto:dominicy@blueskygroup.co.uk)