

Information & Order Form for Online-Advertising

Please refer to the separate price list for current prices and terms of payment!

Online-Advertising on **Rate-Namibia** (Rate-Namibia.com and Bewerte-Namibia.de) is an option for all businesses, organisations and institutions (except for erotic and illegal content), no matter from which industry, country, etc.

Different placement options and ad-sizes are possible and we offer cross-platform advertising on Rate-Namibia, Rate-Botswana and Rate-SouthAfrica.

We work with an ultra-modern advertising system allowing real-time management and reporting. Clients get a direct reporting by eMail automatically sent by our system. For further information around our advertising management system, please see www.openx.org.

To advertise with us, just follow these easy steps:

Step 1: Choose your ad format

- Fullsize Banner 468 x 60 px, Flash / HTML / GIF / JPEG, max. 40 kb
- Button 120 x 60 px, Flash / HTML / GIF / JPEG, max. 30 kb
- Skyscraper 120 x 600 px, Flash / HTML / GIF / JPEG, max. 40 kb

Step 2: Choose your placement

- Homepage (i.e. the page you see when you type www.Rate-Namibia.com into your browser)
- Category (e.g. accommodation and all the sites under that category)
- Rotation (all pages on Rate-Namibia.com, except for the homepage and the categories)

Step 3: Choose how you want to get charged

- Cost-per-Thousand or CPM (you pay per thousand impressions, so per 1000 times your ad is shown)
- Cost-per-Click or CPC (you pay per click, so every time one of your ads is clicked)

Step 4: Ordering and invoicing

- Give us your order through below order form
- Wait for our confirmation (which is a binding document for both parties) of the order and the invoice

Step 5: Create your ad and send us your ad

- Create your ad by taking the specifications of step 1 into account*
- Send us your ad by eMail to advertising@Rate-Namibia.com.
Do not forget to state your confirmation number in the subject line!



Rate-Namibia.com

The independent tourism rating & review platform for Namibia

What we do!

- We will set up your ad according to your order
- You get frequent (weekly or according to your wishes) reportings through our system
- We will optimise your advertising campaign based on the reportings and together with you
- You will get a detailed end-of-campaign reporting and a final invoice

What you should know!

- CPM and CPC methods allow you to choose your own minimum time frame to get to the targeted clicks or impressions.
- We do not guarantee any impressions or clicks within a specific time frame, however, we guarantee a minimum time your ad will run.
- An impression or a click is not equal to a new customer or client for you, and we do not guarantee anything like this for you.

* If you are not able to create your own ad, please feel free to contact us and we will give you other options of e.g. affordable online design companies.

Please fill in the appropriate order form and scan & email or hand it in to the contacts below.

Contact

Advertising & Listings

Fax: (+264) (0)88 - 621985

eMail - Advertising: advertising@Rate-Namibia.com

eMail - Listing: listings@Rate-Namibia.com



Order Form for Online-Advertising

The order is based on the price list valid on date of order!

Company / Business: _____

Your Name: _____

Your eMail: _____

Invoice Address: _____

Online Advertising

Format: 468x60 120x60
 120x600

Placement: Homepage Rotation
 Category _____

CPM/CPC: CPM CPC

Link-URL _____

Booked Clicks/Impressions: _____

Start date: _____

Running period: _____ (days/weeks/ months)

I need help with creating an ad: Yes No

Payment Method: Bank transfer Moneybookers
 PayPal Setcom

On behalf of above business I order according to above mentioned information an online advertising placement on **Rate-Namibia** (Rate-Namibia.com, Bewerte-Namibia.de).

I understand that this is a binding contract as soon as I receive an invoice as confirmation!

Signature

Name in block letters

Place and Date

