
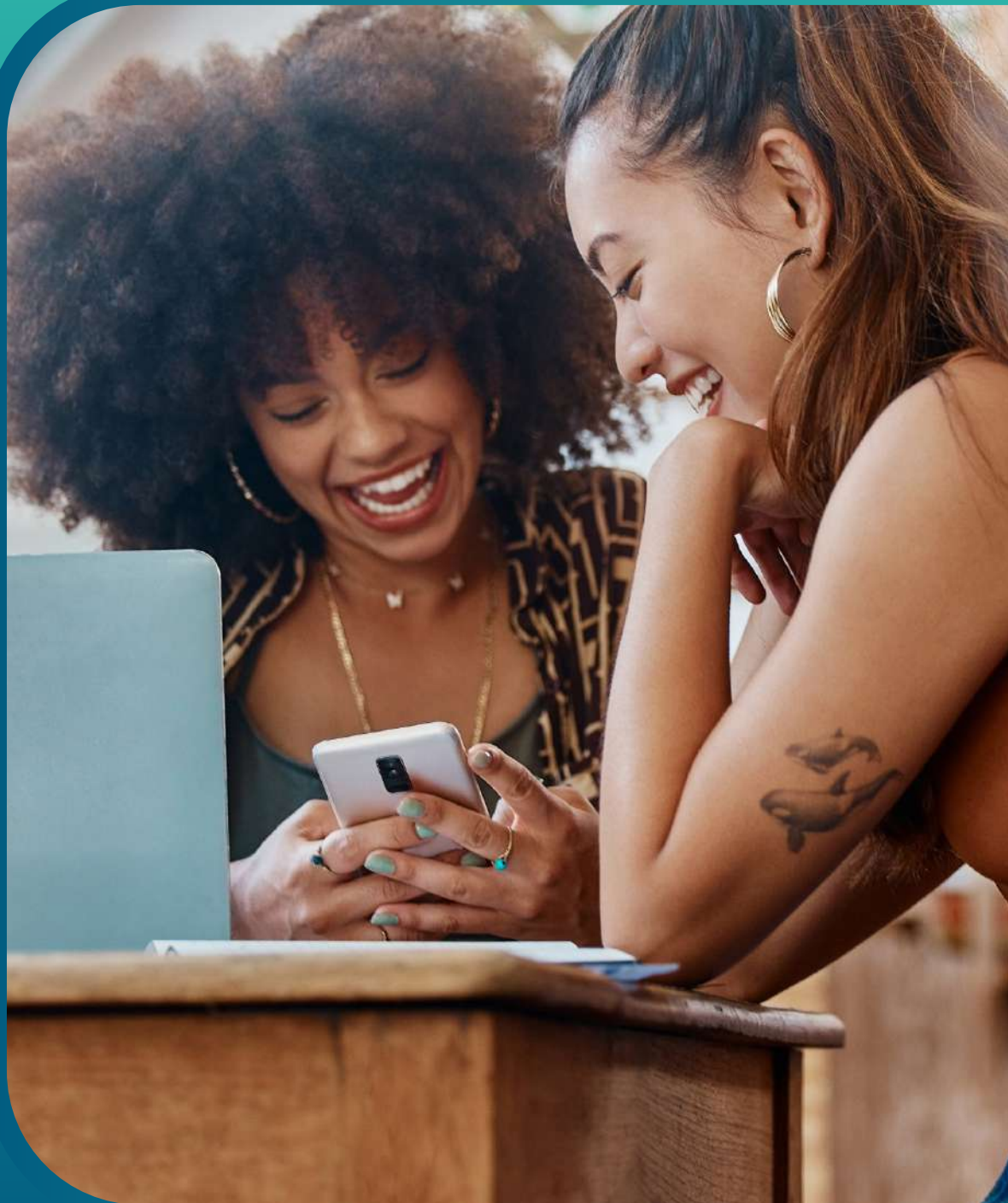


MARKETING & MEDIA  
PARTNERSHIP

# RATE GUIDE

WHAT'S ON  
**IN PE**  
by  LMB  
LOCAL MEDIA BRAND

WHAT'S ON  
**IN JBAY**  
by  LMB  
LOCAL MEDIA BRAND



## PARTNER WITH A GROWING DIGITAL COMMUNITY

At What's On In PE and What's On In JBay, our goal is simple: to help your brand achieve meaningful visibility, engagement, and growth.

With a combined audience of approximately 500,000 engaged followers across our digital channels, and growing every month, we offer businesses the opportunity to connect with a highly active local and regional audience while benefiting from strategic, long-term marketing exposure.

We believe the best results come from consistency. For this reason, our campaigns are designed around 3, 6, or 12-month partnerships, allowing us to build momentum, gather meaningful analytics, and continuously optimise performance for your brand.

Every business is unique, and while the packages below serve as a guideline, we can tailor any campaign to suit your objectives, budget, and marketing goals.



WHAT'S ON  
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# ONCE-OFF MARKETING OPTIONS

## SOCIAL MEDIA POST

**R950** PER POST

### Includes:

- ✔ One dedicated social media post
- ✔ Collaboration with relevant What's On platforms where applicable
- ✔ Suitable for promotions, announcements, specials, launches, or awareness campaigns



# ONCE-OFF MARKETING OPTIONS

## EVENT MARKETING

Event campaigns are tailored according to:

- ✔ Event size and scope
- ✔ Marketing duration required
- ✔ Frequency of promotion leading up to the event
- ✔ Custom quotations available upon request



# MONTHLY PARTNERSHIP PACKAGES

## THE INTRO

**R1950** PER MONTH

### Includes:

- ✓ 2 x photo or designed feed posts
- ✓ 2 x video recaps or reels
- ✓ 2 x story placements

*Minimum 3-month commitment  
Available on 3, 6, or 12-month agreements.*

## THE LEVEL-UP

**R2950** PER MONTH

### Includes:

- ✓ 4 x photo or designed feed posts
- ✓ 2 x video recaps or reels
- ✓ 2 x story placements
- ✓ 1 x rotating website advert with clickable link to your website or social media platform

*Minimum 3-month commitment  
Available on 3, 6, or 12-month agreements.*

# MONTHLY PARTNERSHIP PACKAGES

## THE TAKEOVER

**R3950** PER MONTH

### Includes:

- ✓ 6 x photo or designed feed posts
- ✓ 4 x video recaps or reels
- ✓ 4 x story placements
- ✓ 1 x premium website advert with higher placement and direct hyperlink
- ✓ 1 x featured article on the relevant What's On website (remains online indefinitely)
- ✓ Strategic collaborations with relevant partner platforms where appropriate

*Minimum 3-month commitment  
Available on 3, 6, or 12-month agreements.*

## THE START OF DIGITAL DOMINATION

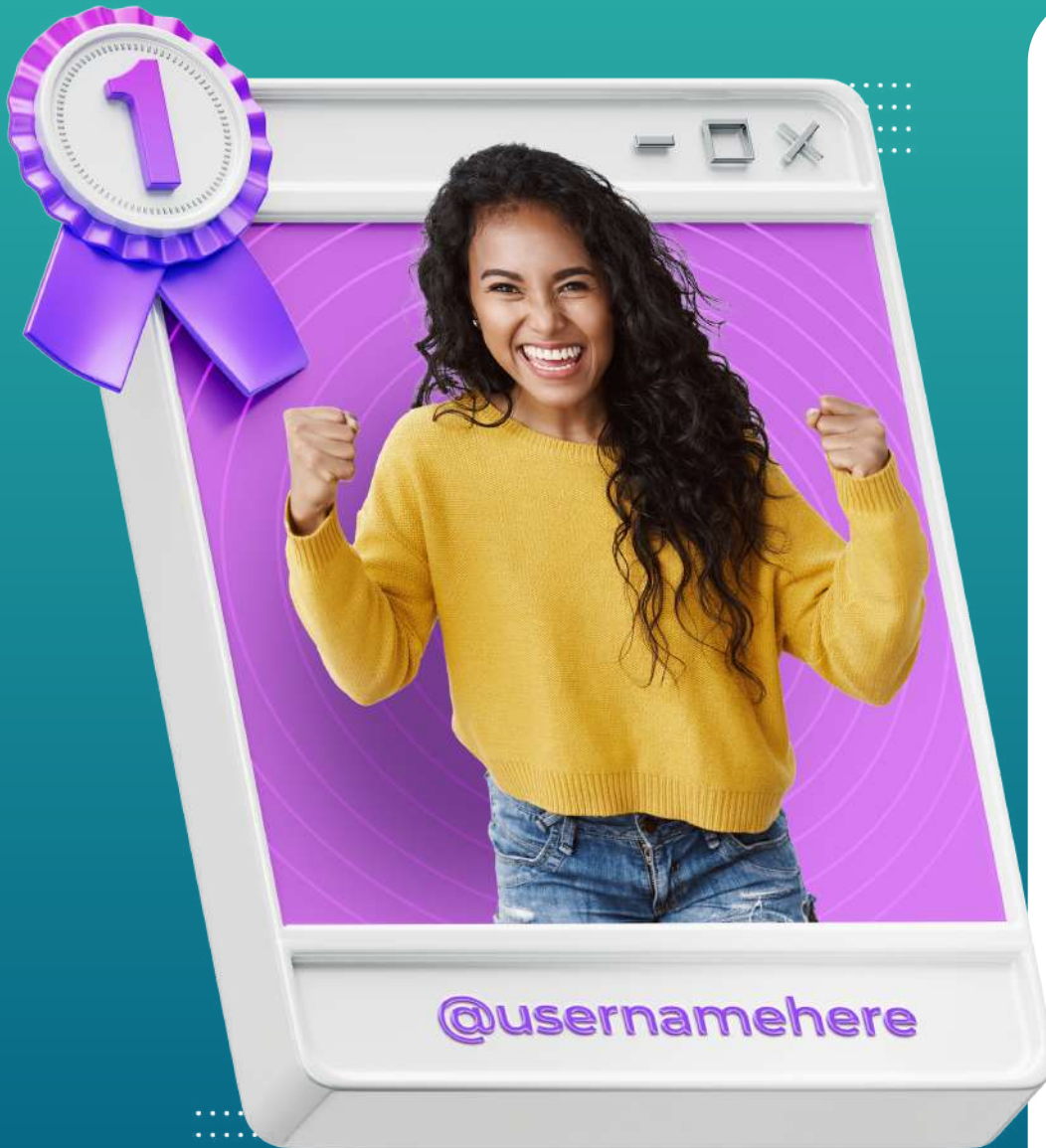
**R4950** PER MONTH

### Includes:

- ✓ 10 x photo or designed feed posts
- ✓ 5 x video recaps or reels
- ✓ 5 x story placements
- ✓ 1 x large premium website advert with direct hyperlink
- ✓ 2 x featured articles on the relevant What's On website (remains online indefinitely)
- ✓ Strategic collaborations with relevant partner platforms where appropriate

*Minimum 3-month commitment  
Available on 3, 6, or 12-month agreements.*

# MONTHLY PARTNERSHIP PACKAGES



## DIGITAL DOMINATION

**R6950** PER MONTH

### Includes:

- ✓ 12 x photo or designed feed posts
- ✓ 6 x video recaps or reels
- ✓ 6 x story placements
- ✓ 1 x large premium website advert with direct hyperlink
- ✓ 2 x featured articles on the relevant What's On website (remains online indefinitely)
- ✓ Priority collaboration opportunities across relevant platforms

*Minimum 3-month commitment*

*Available on 3, 6, or 12-month agreements.*

## ADDITIONAL OPPORTUNITIES

**To maximise campaign performance, we strongly recommend discussing:**

- Paid social media boosting campaigns
- Targeted advertising campaigns
- Event media coverage
- Business launches and brand activations
- Influencer collaborations
- Video production campaigns
- Extended cross-platform exposure

Should a campaign require extensive posting across all available platforms, additional pricing may apply and will be discussed beforehand.

## Important Information

Packages serve as a guideline and can be fully customised.

All campaigns are tailored to suit your business objectives.

One calendar month's notice is required should either party wish to cancel a partnership.

Larger media campaigns and strategic partnerships can be quoted separately.

# LET'S GROW TOGETHER

**Marketing is most effective when it becomes a journey rather than a once-off promotion.**

Join a growing community of businesses leveraging the reach and influence of What's On In PE and What's On In JBay.

With over 500,000 organic views and reaching 60,000+ unique accounts each month across our our platforms, your brand can benefit from trusted local exposure, meaningful engagement, and long-term growth.

***Your success motivates us, and we look forward to being part of your journey.***



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