

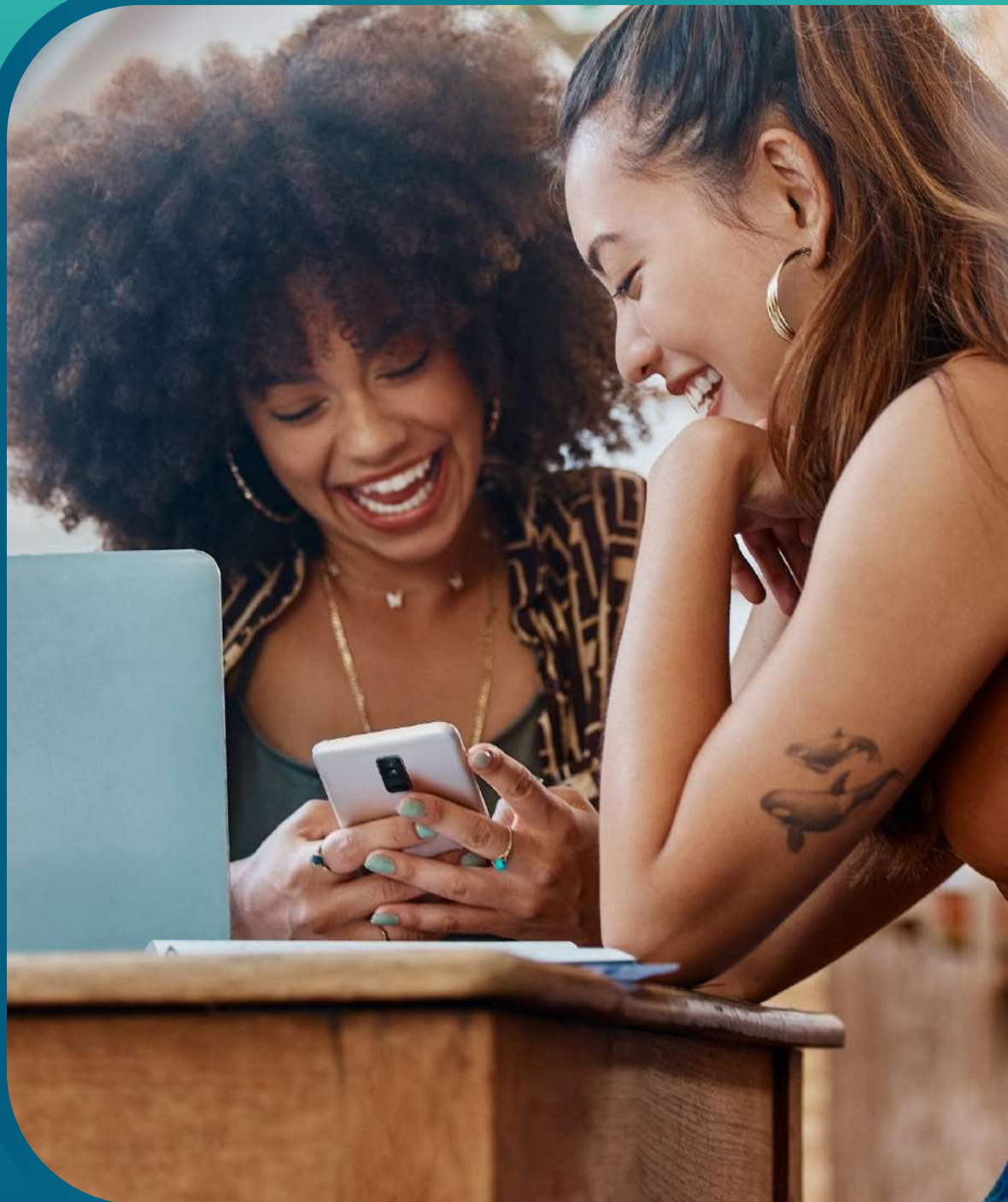
MARKETING & MEDIA
PARTNERSHIP

RATE GUIDE

WHAT'S ON
IN PE
by  LMB

WHAT'S ON
IN JBAY
by  LMB

WHAT'S ON IN
ST FRANCIS BAY
by  LMB



PARTNER WITH A GROWING DIGITAL COMMUNITY

At What's On In PE, What's On In JBay and What's On In St Francis Bay, 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.



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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

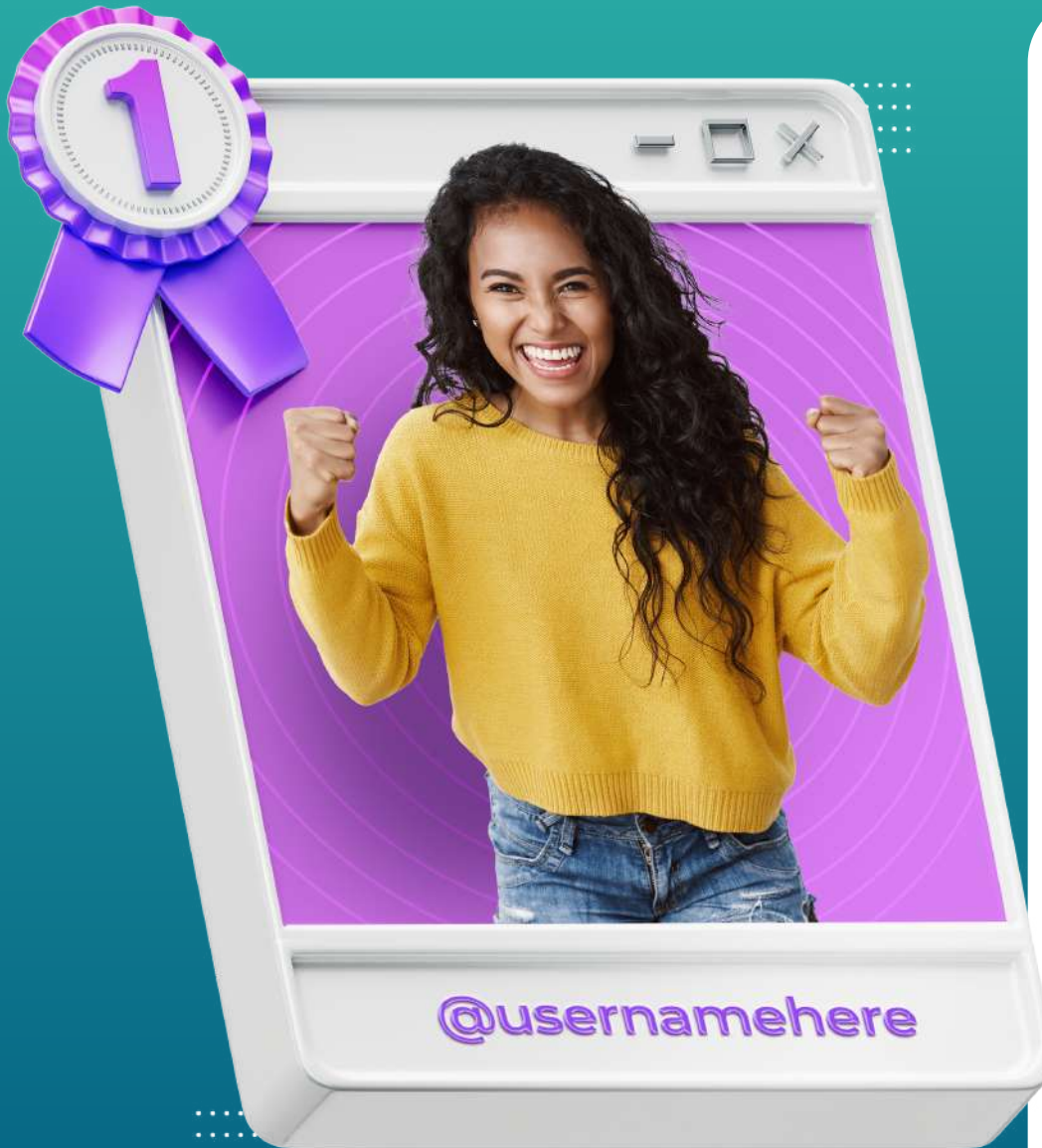
R4950 PER MONTH

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 and What's On in St Francis Bay.

With over 500,000 organic views and reaching 60,000+ unique accounts each month across 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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