

# **GOLEGAL**

**INDUSTRY NEWS AND INSIGHT**



**ADVERTISING  
RATE CARD**

# INTRODUCTION

GoLegal is South Africa's leading legal information portal. The platform publishes the latest news, thought leadership articles and announcements by South Africa's top legal professionals. Attorney-founded and led, GoLegal is the first port-of-call for anyone seeking trusted legal information from a centralised hub.

The wide variety of legal topics and expert insights render the website and the affiliated weekly newsletter the ideal channels for suppliers to this industry to promote their know-how and advertise their brand.

Over and above premium exposure to this highly targeted audience, advertisers and law firms are able to receive direct leads and enquiries facilitated by the Press Office platform. The GoLegal events calendar is an invaluable source of information regarding upcoming national legal events.

The GoLegal website receives approximately 80 000\* page views per month from 43 000 users seeking high quality legal information. The weekly newsletter has over 11 700\* subscribers interested in keeping up with the latest legal developments.

\*As per April 2019

For advertising or general enquiries, please contact the editor:

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## PRESS OFFICE

GoLegal’s Press Office provides a simple and effective content marketing solution for the legal industry and its affiliates. The Press Office offers organisations the opportunity to showcase their latest news, thought leadership and press releases. The company-branded page is supported by a fully-fledged newsroom, contact details,, and a backlink to our client’s website that greatly aids search-engine-optimisation.

One of the primary benefits of the GoLegal Press Office is its lead generation capacity, connecting interested parties directly with the listed company representative or relevant author. GoLegal also brings experts to the fore, substantiating all articles with a full author profile and biography.

Press Office members receive exclusive benefits such as the publication of up to 6 articles per month across the GoLegal website\*, newsletter, and social media pages, plus access to members-only specials and cross-promotion on applicable legal-topic pages.

\*subject to editorial discretion and availability.



DESCRIPTION	KEY FEATURES	TOTAL COST PER MONTH (10% DISCOUNT AVAILABLE FOR ANNUAL PAYMENTS)								
PRESS OFFICE PAGE	<p><b>BRAND PROFILE:</b> a fully branded page featuring your logo, digital banner, firm overview, services, contact details and direct link to your website (promotes SEO)</p> <p><b>NEWSROOM FACILITY:</b> an online publishing service for your firm-related news, PR and opinion leadership pieces</p> <p><b>ARTICLE REACH:</b> your firm’s articles will be featured on the GoLegal home page, relevant topic page and your profile page. We will also endeavour to share your content, when appropriate, via our social media pages and newsletters</p> <p><b>BRANDED CONTENT:</b> each article is accompanied by your firm’s logo, a short firm description, author information, links to related articles and a link to your firm’s profile</p> <p><b>LEAD GENERATION:</b> your Press Office page and all articles feature a direct email link through which visitors to our website can engage directly with the listed contact person. We not only facilitate these leads but measure them on your behalf, delivering an invaluable ROI metric for your advertising expense</p> <p><b>MEASURABILITY:</b> receive a monthly lead generation report as part of your subscription (for annual subscribers)</p>	<p>Pricing for law firms (based on # attorneys):</p> <table> <tr> <td>1-10:</td> <td>R1 800</td> </tr> <tr> <td>11-20:</td> <td>R2 600</td> </tr> <tr> <td>21-40:</td> <td>R3 300</td> </tr> <tr> <td>41+:</td> <td>R4 000</td> </tr> </table> <p>Pricing for publishers and corporates: R3 100</p>	1-10:	R1 800	11-20:	R2 600	21-40:	R3 300	41+:	R4 000
1-10:	R1 800									
11-20:	R2 600									
21-40:	R3 300									
41+:	R4 000									

# WEBSITE ADVERTISING

The GoLegal website publishes a wealth of legal news, events and announcements, drawing a loyal readership of lawyers, legal advisors, scholars, business executives and individuals interested in the law. Readers are kept up to date with daily legal news items and an archive of articles segmented by legal topic.

Advertisers have the choice of featuring on the home page and/or the balance of website pages including topic-specific pages, events, careers or student pages. Numerous banner sizes and placements are available in order to align with your optimal reach and spend.

As of April 2019, the average number of GoLegal page views per month was approximately 80 000, with unique users averaging 43 000. GoLegal offers tracking statistics on all website banners for the duration of the chosen campaign period and will share these with the client post campaign completion.



DESCRIPTION	STATISTICS TRACKING	DESIGN SPECIFICATIONS	SIZE	TOTAL COST: HOME PAGE / WEEK	TOTAL COST: HOME PAGE / MONTH	TOTAL COST: ALL OTHER PAGES / MONTH
FEATURE BANNER	Yes	Colour: Full Resolution: 72dpi Format: JPEG	720 px (width) x 400 px (depth)	R2 000	R6 400	N/A
MEDIUM RECTANGLE	Yes	Colour: Full Resolution: 72dpi Format: JPEG	300 px (width) x 400 px (depth)	N/A	R4 000	R3 000
HALF PAGE BOTTOM RIGHT	Yes	Colour: Full Resolution: 72dpi Format: JPEG	300 px (width) x 600 px (depth)	N/A	R3 000	R2 000
DESIGN FEE		Provide logo, imagery, content and brand toolkit (if available)		R3 000 (includes 2 x reverts)	R3 000 (includes 2 x reverts)	R3 000 (includes 2 x reverts)



## NEWSLETTER ADVERTISING

The GoLegal digital newsletter is sent out weekly and features links to the latest news, thought leadership articles, announcements, and events relevant to the South African legal industry.

The GoLegal newsletter has an active database of over 11 700 subscribers as of April 2019. With an average opening rate of 23,1% (industry standard is 16%), advertisers are exposed to a finely-honed audience of users seeking high-quality legal information.

Advertisers can also opt to design a dedicated mailer which is distributed to the GoLegal database of active subscribers on an ad hoc basis. This is the ideal opportunity to share tactical, brand-led communication with a highly targeted audience.

GoLegal offers tracking statistics on all digital banners and will share these with the client post campaign completion.



DESCRIPTION	STATISTICS TRACKING	DESIGN SPECIFICATIONS	SIZE	TOTAL COST: PER NEWSLETTER, SENT OUT WEEKLY
HEADER BANNER	Yes	Colour: Full Resolution: 72dpi Format: JPEG	720 px (width) x 300 px (depth)	R3 000 per newsletter
SIDE BAR BANNER	Yes	Colour: Full Resolution: 72dpi Format: JPEG	300 px (width) x 600 px (depth)	R2 000 per newsletter
DESIGN FEE		Provide logo, imagery, content and brand toolkit (if available)		R3 000 (includes 2 x reverts)

DESCRIPTION	KEY FEATURES	DESIGN SPECIFICATION	TOTAL COST: PER NEWSLETTER
DEDICATED MAILER	Fully customisable, branded mailer  Fully trackable advertising solution  Direct lead generation source	Colour: Full Resolution: 72dpi Format: JPEG Width: 700px  Please supply fully customised open-file artwork designed in any of the following applications: Photoshop, InDesign, Illustrator, or HTML	R6 500 per newsletter
DESIGN FEE		Provide logo, imagery, content and brand toolkit (if available)	R5 000 (includes 2 x reverts)

## EVENTS CALENDAR RATES

GoLegal is the ultimate platform on which to advertise your upcoming legal event. With the website frequented by over 43 000 monthly visitors with an express interest in the law, GoLegal should form a vital component of your event marketing strategy.

Advertisers can choose between two options – a standard and comprehensive listing; both of which will aid ticket sales through links to your event website. Comprehensive listings offer multi-channel marketing to GoLegal’s built-in database through website, social media and newsletter support marketing.



DESCRIPTION	KEY FEATURES	SIZE	TOTAL COST: PER AD TYPE
STANDARD EVENT AD	<ul style="list-style-type: none"> <li>Event listing in the GoLegal event calendar:                             <ul style="list-style-type: none"> <li>Link to event website</li> <li>Up to 3 associated event images</li> <li>Event description (1000 characters)</li> <li>Event details listing including all key details, Google Maps link and calendar functionality</li> <li>Links and forms</li> </ul> </li> </ul>		R1 500 per ad
COMPREHENSIVE EVENT AD	<ul style="list-style-type: none"> <li>Event listing in the GoLegal event calendar:                             <ul style="list-style-type: none"> <li>Link to event website</li> <li>Unlimited associated event images</li> <li>Event description (2000 characters)</li> <li>Event details listing including all key details, Google Maps link and calendar functionality</li> </ul> </li> <li>Event marketing via the following GoLegal platforms:                             <ul style="list-style-type: none"> <li>1 x social media post on Facebook, Twitter and LinkedIn</li> <li>1 x week-long website feature home page banner</li> <li>1 x promotional header banner in email newsletter</li> </ul> </li> </ul>	720 px (width) x 300 px (depth) 720 px (width) x 300 px (depth)	R5 500 per ad



# GOLEGAL

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## CONTACT US

Get in touch to reserve an advertising space across any of our premium platforms.

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