

IIA SA MEDIA RATECARD 2 0 2 2

Advertising & Sponsorship



The Institute of
Internal Auditors
South Africa

PARTNER WITH THE IIA SA & DELIVER RESULTS

Internal audit professionals are decision-makers and influencers for purchasing decisions within their organizations. The IIA SA is the go-to resource for its more than 7500 members and countless customers around the Southern Africa, many of whom hold key positions such as chief audit executive, auditing director, audit and corporate management, auditing staff, IT

specialist, audit service contractor, management consultant, and more representing diverse organizations. You can connect with these curious minds — who are continually searching for innovative products and services to enhance their ability to meet rising stakeholder demands — through the expanse of IIA SA advertising opportunities.

OUR STATS AT A GLANCE



SOUTHERN AFRICA'S LARGEST
GROUP OF INTERNAL
AUDIT PROFESSIONALS



12540
UNIQUE WEBSITE VISITS (YEARLY)



89000
MONTHLY PAGE VIEWS



11034
NEWSLETTER SUBSCRIBERS

WEBSITE (WWW.IIASA.ORG.ZA)

POSITION	BANNER	SIZE	PRICE
1	Main Banner	1000px Wide 320px High	R7 000 /advert per month
2	Middle Banner (left)	1200px Wide 500px High	R5 000 /advert per month
3	Middle Banner (right)	1200px Wide 500px High	R5 000 /advert per month
4	Bottom Banner	400px Wide 350px High	R3 000 /advert per month

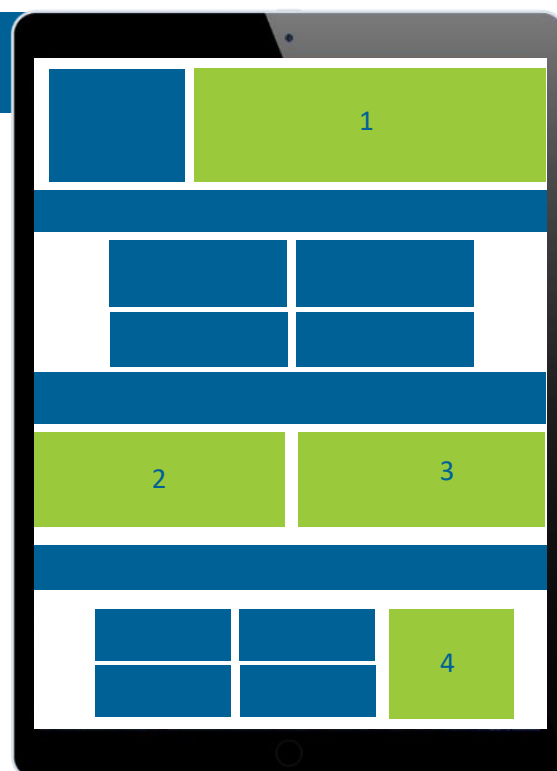
**All prices are excluding VAT*

SPECIFICATIONS:

All banners [static only] must be supplied either *.png or *.jpg format

DEADLINE DATES:

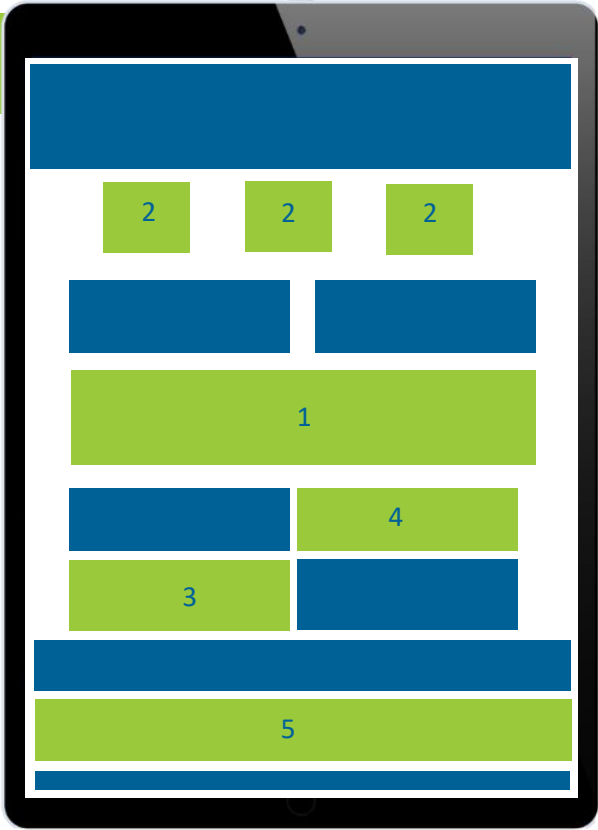
- Booking Deadline: 15th of the preceding month.
- Artwork Deadline: 25th of the preceding month.



IA WEEKLY NEWSLETTER

POSITION	NEWSLETTER	SIZE	PRICE
1	Thought Leadership	325px Wide 300px High	R3 500 / communication
2	Opportunities	200px Wide 200px High	R3 500 / communication Free for Group member companies
3	Regional	325px Wide 300px High	R2 500 / region
4	Events & Courses	325px Wide 300px High	R3 000 / communication
5	Bottom banner (All)	600px Wide 300px High	R3 500 / communication

**All prices are excluding VAT*



We have weekly newsletters that are distributed to our members as follows:

Tuesdays: Events & Opportunities newsletter (Upcoming events & member opportunities)

Wednesdays: Regional newsletter (your advert goes to the region of your choice)

Thursdays: Thought leadership (Articles + member updates)

Options to advertise in these targeted newsletters include copy or banner adverts. You can choose to advertise in all the newsletters or just one.

SPECIFICATIONS:

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Complete [this form](#) to apply for our advertising and sponsorship opportunities.



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