

Advertising 2006

Why advertise with IntoShape.co.za

We provide more than just health, fitness and nutrition information for the visitor. The health directory and events section is an extension to just providing content.

Companies are starting to realise that internet marketing is becoming more popular as a form of advertising. Internet advertising is the cheapest form of advertising for the targeted exposure you get.

Who can advertise with us?

Any person or company that is involved in the fitness industry can advertise on our website to make their product or services known to our visitors. Non-health related companies can also advertise their brand.

Advertising options

The advertising options for you to consider includes the following:

1. Buttons.
2. Banners.
3. Skyscrapers.
4. Newsletter Adverts and advertorial content.
5. Directory listing.
6. Event listing.

1. Buttons

This will be displayed at the side of the content.

2. Banners

This will be displayed at the bottom of the page just after the footer and at the top of the forum.

3. Sky Scrapers

This will be displayed on the far right hand side of the website.

4. Newsletter Advertising

Our newsletter ShapeNews is distributed on a monthly basis to more than a thousand readers.

Advertising options include:

1. Sponsorship of an article.
2. Square buttons next to content.
3. Banners at the bottom of the newsletter.

5. Directory Listing

You can include your business in this directory to make people aware of your product or service.

6. Event Listing

You can come and list any event that involves health, beauty or fitness.

Buttons, Banners and Sky scraper

The screenshot displays the IntoShape.co.za website interface. At the top, the logo 'IntoShape.co.za' is visible alongside the slogan 'Change Your Life Today!'. The main navigation menu on the left includes links for Home, Mindset, Set Goals, Exercise, Workout Plans, Nutrition, Glycemic Index, Calorie Counter, Meal Planner, Supplements, Track Progress, Health Directory, Events, Forums, Shop, About Us, and Contact Us. The central content area is titled 'HOME' and features a 'The step by step approach' diagram with five stages: Mindset, Exercise, Nutrition, Supplements, and Track Progress. To the right of the main content, there are two 'Advertisement' boxes, each containing a 'Button Size' and a 'Double Button Size' button. A vertical blue banner on the far right is labeled 'Skyscraper Example'.

Button Size

Buttons

Size	124 x 50 **
Format	Jpeg, Gif and Swf

**Note: You can buy 2 or more buttons to increase height of your advertisement

Banners

Size	468 x 60
Format	Jpeg, Gif and Swf

Sky scraper

Size	160 x 500
Format	Jpeg, Gif and Swf

Newsletter advertising

ShapeNews
Your Monthly Health and Fitness News

Special Valentine's Edition February 2006

Dear Shapers

With just two weeks before the official website launch we are really shaping on the technical side and you are probably contemplating about your Valentine's Day proceedings...

Our aim this year is to find a healthy and fit place in everybody's hectic lifestyle to ultimately touch lives and hearts throughout the entire InShape community!

Valentine's Day traditionally evokes feelings of the heart with flowers, chocolates, romance and marriage proposals. But this Valentine's Day many people need to be thinking about their hearts in a far more serious way. Inevitably a healthful low-fat diet combined with a regular exercise program and our InShape lifestyle will allow them to deal with the far more serious heartaches in life.

To help you keep InShape and in love on Tuesday we have included some lovely, healthy and hearty Valentine's Day tips.

Come and post a special flirt message on Valentine's Day on our Forum... [Inlove yet?](#)

Thank you for your continual support, have a luvly day!

The IntoShape Team

Prizes to win!

MAT-RX
Blood Test
The Nutrition Lab X

SMS "intoshape" to
36107

- Sponsorship of an article.
- Square buttons next to content.
- Banners at the bottom of the newsletter.

Directory and Event Listing

Directory listing

You can advertise your product or service in the health directory according to the specific category or we can create a new one if it does not exist.

Requirements:

Register on our site and fill in the fields provided.

Event listing

You can advertise your health and sports events according to the specific category or we can create a new one if it does not exist.

Requirements:

Register on our site and fill in the fields provided.

Ratecard

Impression bundles

This means that your advertisement will be seen x amount of times. An impression is counted every time when the picture is downloaded.

Bundles	500	3000	10 000	15 000
Banners	R 150 <i>(30c p/impression)</i>	R 750 <i>(25c p/impression)</i>	R 2 000 <i>(20c p/impression)</i>	R 2 250 <i>(15c p/impression)</i>
Skyscraper	N/A	N/A	R 2 500 <i>(25c p/impression)</i>	R 3 000 <i>(20c p/impression)</i>

Monthly Rates

This will be a fixed rate you will pay for your advertisement.

Website Advertising

Button	Directory Listing	Event Listing
R 150	Free	Free

Newsletter Advertising

Button	Banner	Skyscraper	Article Sponsor*
R 150	R 250	R 1 000	R 1 250

*You must write an article about your product or service to be included as part of our ShapeNews.

www.intoshape.co.za

Contact Details:
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