



healthspaguru



RATE CARD 2011



the benefits

Text adverts are an affordable & affective advertising choice. Advertising research has proven that visitors are more likely to notice adverts that form part of a website's content, then adverts that are placed in strictly defined advertising areas of a site.

what you get

Text adverts are displayed on the homepage, supplier, spa, promo & article pages of the site. Specifically positioned on the site fold, where visitors usually focus when searching for content or links to explore the site further.

rates & Info

Title: Max 27 characters with spaces.

Body: Max 280 characters with spaces.

Link to any requested web site.

Appears across entire site:

300 ZAR per month.

In rotation of max 1-in-5.



The image shows a screenshot of the HealthSpaGuru website. The header includes the logo and navigation links like HOME, SPA, PROMO, SPA SUPPLIERS, ARTICLES, PRESS RELEASES, SPA LOGIN, and SEARCH. The main content area has a search bar with 'search spas' and 'browse spas' buttons, and a 'find a spa' button. Below this are sections for 'top rated spas', 'special offers', 'featured spas', 'win a holiday for two in ball!', 'spa owners? get listed...', and 'latest articles'. A large red arrow points to the search bar area.



the benefits

Banner adverts are a wonderful way to promote your company brand, services or promotions. Banners attract individuals visually due to their size, colour & motion.

what you get

Banner adverts are displayed on the homepage, supplier, spa, promo and article pages of the site. The banners offered are generous in size and are made to complement the site to facilitate a higher click through rate. Situated below the site fold.

rates & Info

Link to any requested web page.
Appears across entire site, in rotation of max 1-in-3.

1000 ZAR / month

Banner Size: 728 X 90 pixels
Size Requirement: Max. 39k

Non-flash and animated gifs accepted.





the benefits

Featured spa adverts are a great way to promote your spa or spa company. Both visually attractive and positioned in popular and highly visible sections of the site, the adverts guarantee increased promotion and exposure.

what you get

Featured spa adverts are located on the homepage, spa landing page & supplier landing page of the website. The spa featured adverts will display your main spa overview image with your spa name & location visible. The supplier featured adverts will also have their supplier overview image displayed with a short description of your choosing. These adverts can link directly to any webpage of your choosing or your spa / supplier overview page.

rates & Info

Homepage: 400 ZAR per month
Supplier Page: 250 ZAR per month
Spa Page: 250 ZAR per month
In rotation of max 1-in-5.
Supplier Text: Max. 160 characters with spaces



The screenshot displays the HealthSpaGuru website homepage. At the top, there is a navigation bar with links for HOME, SPA, PROMOS, SPA SUPPLIER, ARTICLES, PRESS RELEASES, and SPA LOGIN. A search bar is located in the top right corner. Below the navigation bar, there is a main search area with a search bar and a 'find a spa' button. To the right of the search area is a large image of a woman meditating on a beach. Below the search area, there are several featured sections: 'top rated spas', 'special offers', 'featured spas', 'win a holiday for two in Bali!', 'spa owner? get listed...', and 'latest articles'. A red arrow points from the 'special offers' section to the 'featured spas' section. At the bottom of the page, there is a banner that says 'Escape to your ideal health spa... Visit Health Spa Guru'.

the benefits

Sponsoring a competition is a great way to attract the attention of visitors to your company & its services. You receive exposure on all of the site's pages as well as promotion on the Health Spa Guru social media sites (Face Book & Twitter).

what you get

By sponsoring a competition and offering a prize worth no less than R500, you will receive a text advert on all pages of the site with a link directing visitors to the Health Spa Guru competition page. The competition page displays a description of your company and its offering as well as an attractive image of your choice. The competition will also be advertised on the popular Health Spa Guru Facebook & Twitter pages.

rates and info

500 ZAR for a month period.
Discounts apply for advertising for extended periods of time.
Prize delivery to be handled by client.



The screenshot shows the Health Spa Guru website interface. At the top, there is a navigation menu with links for HOME, SPA, PROMOS, SPA SUPPLIERS, ARTICLES, PRIZE RITUALS, and SPA LOOK. A search bar is located on the right. Below the navigation, a banner image shows a person meditating on a beach. The main content area features a competition titled "submit a spa review and win!". To the left of the text is an image of a spa interior. The text describes the competition: "Get involved in the Health Spa Guru community and stand a chance to win a back, neck and shoulder massage (or equivalent) or a review of a luxury spa in your area. Simply submit a review of a spa you have visited in the last 6 months, and you will automatically be entered into our monthly draw to win the above prize. To submit a review first, the link to using the Service of Spa Search form. On the spa page (not the Submit from Website link) submit your review." Below this is a form titled "enter competition" with fields for "Your Name" and "Your Email", both marked as "required", and a "submit" button. To the right of the form is a "rules" section with a list of conditions: 1. The competition is open to people aged 18 years and over only. 2. Employees, owners, management or agents of any of the spas listed on the Health Spa Guru website are not eligible to enter the competition. 3. To be entered for the competition, you must submit a review in English on the Health Spa Guru web site, and the review must be accepted and listed on the Health Spa Guru web site. 4. There shall be only 1 winner per month Health Spa Guru, and if necessary, reserves the right to draw the winner of the prize draw at the discretion of the winner each month. 5. Prize prior to part of the prize money in the event that Health Spa Guru reserves the right to offer or substitute part or all of the prize with an alternative of equal or greater value. 6. Health Spa Guru's decision is final and will be unchallengeable and no entries will be returned.

Below the competition form, there are three sections: "recently added spas", "spa supplier? get listed..", and "latest spa reviews".



the benefits

Articles are a highly effective medium for company promotion. The articles section is particularly popular, with numerous visitors subscribing to the RSS feed daily. The RSS feed guarantees repeat visitors to the page. Articles are also displayed on our social media networks for increased exposure.

what you get

Your article is attractively displayed as a featured article at the top of the articles section & listed first in the articles list. The article is also promoted on the Health Spa Guru Facebook & Twitter pages & advertised in our subscriber newsletter.

rates and info

800.00 ZAR for 1 month exposure.
1000.00 ZAR once off if write-up required.

Article image: 340 pixels X 220 pixels
Article to be edited and approved.





the benefits

The spa newsletter is ideal for promoting your company to the spa industry. This advertising option offers an opportunity to capture the attention of spa owners (with over 1000 spa owners subscribed to the spa newsletter).

what you get

A featured section of the spa owner newsletter, where you can describe your services and display an image to promote your company. The newsletter is sent out monthly and is full of interesting information & news. Text link adverts are also offered.

rates and info

Advert With Image: 500.00 ZAR
 Advert Image: 325 X 125 pixels
 Heading: Max. 50 characters with spaces
 Body: Max 600 characters with spaces

Text Advert: 250.00 ZAR
 Heading: Max. 27 characters with spaces
 Body: Max 200 characters with spaces



healthspaguru
WELLNESS PARTNER

Tuesday, Jun 9, 2009

IN THIS ISSUE

- New Spa Newsletter Launch!
- New Mood Saunas Available Worldwide – Come Visit Us!
- New June Suppliers!

OTHER NEWS

Export Your Own Products!
 Contact Oriette with your products needs and we will source the products for you, handle all your import requirements and have them delivered right to your door. Contact us with your requirements now!

Leo Houselle Esthetician
 Special on a 12 month spa subscription for the month of June and July only. Contact us on our web site and submit the keyword "special" to receive the discounted deal!

Join the Health Spa Guru Facebook Page
 Find out all Health Spa Guru news first and find other contacts in the wellness industry. The Health Spa Guru Facebook page is packed with exciting wellness information!

Unsubscribe
 Click here to unsubscribe from this newsletter.

Send and **Send**
 Send this to your friends. Increase your reach!

New Spa Newsletter Launch
 Welcome to the exciting first new newsletter for spas from Health Spa Guru. Packed with monthly spa tips, new spa products and services, and wellness news to keep you abreast with everything wellness. Keep your spa up to date with the latest spa trends.

New Mood Saunas Available Worldwide – Come Visit Us.
 Spa Saunas is now offering a new and improved look to your spa saunas. Decorate them in whatever colour you wish to enhance the look of your spa and improve your customers relaxation experience. Available in an array of colours and suitable for small to large spas.
 We are an international company based in Canada, and we supply to every country of the world. Choose from an array of different mosaic shapes and sizes and please view our online website for further information and our contact details. We are happy to send you spa a mosaic sample for free if you fill out our online form. Visit Us!

New June Suppliers!
 Three new suppliers have joined the Health Spa Guru Supplier Section. Cosmo, Dermatology and Eternia have all decided to share their company details and services with you.
 Visit their pages to find out more and improve your spa offerings.



the benefits

The homepage advert is a great way to promote your company & its services. Both eye catching & situated in the most popular and visible section of the homepage, the advert guarantees increased promotion and exposure.

what you get

The adverts are located on the homepage of the Health Spa Guru site. The generously sized advert image you design and select will be displayed on the homepage and can be linked directly to any webpage of your choosing.

rates & info

Homepage Advert: 800 ZAR / month.
Link to any requested web page.
In rotation of max 1-in-5.

Image Advert Design: 450 ZAR
once off if required.

Advert quality / style to be edited
and approved.

Advert Image Size: 338 X 165 pixels
Size Requirement: Max 39k
Non-Flash and animated gifs accepted.





ZAR and pricing

All pricing is in ZAR (South African Rands).

Local customers can make payment by EFT or via our online secure payment facility.

International customers can make payment via bank wire transfer, or alternatively make use of our online credit card payment facility or PaySum1 service.

The Online Credit Card Facility:

This facility accepts payment from VISA, MASTERCARD and AMERICAN EXPRESS credit cards and the amount charged to your card is based on your currency rate of exchange with the South African Rand on date of payment.

PaySum1 Facility:

Use our online PaySum1 facility to make payment in your own currency to a bank account in your own country. This reduces payment charges, as you are paying directly into a local bank account. More information: www.paysum1.co.za or contact us directly.

Please feel free to contact us if you are still unsure on pricing.

added value

Please contact us for discounted rates or advertising packages for long term advertising contracts or for companies on a budget.

contact us

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