



Take your
Business to the
Next Level

SATSA Advertising Rate Card

With a wide range of platforms including our website, newsletter, and social media channels, SATSA offers a total reach of 32,000. This means that by advertising with us, you'll be able to reach a large and diverse audience of travel and tourism professionals at affordable rates. Whether you're targeting tour operators, hoteliers or other industry players, SATSA can help you get your message in front of the right people.

In addition, our members include over 1,000 leading inbound tourism products in Southern Africa. This gives you direct access to some of the most influential players in the industry, including safari lodges, game reserves, tour companies, and more. By advertising with SATSA, you'll be able to connect with these key decision-makers and showcase your brand or product to a highly targeted audience.

Here is why advertising with SATSA is a smart choice:

- 1 Reach a large and engaged audience of travel and tourism professionals
- 2 Total reach of 32,000 across website, newsletter, and social media channels
- 3 Direct access to over 1,000 leading inbound tourism products in Southern Africa
- 4 Expertise in the travel and tourism industry to create effective advertising campaigns
- 5 Supporting a non-profit dedicated to promoting and growing the tourism industry in SA

Options & Costs (inc. VAT)

Platform	Description	Months	Members	Non-Members
SATSA Newsletter	Article in SATSA Weekly Newsletter		R575	R863
SATSA Newsflash	Stand-Alone Email		R1 150	R1 725
SATSA Social Media	Social Media Post		R575	R863
SATSA Website	Vertical Side Banner, per month	12 months	R460	R690
		6 months	R575	R863
		3 months	R748	R1 121
SATSA Website	Top Horizontal Banner, per month	12 months	R1 035	R1 553
		6 months	R1 294	R1 941
		3 months	R1 617	R2 426
SATSA Website	Bottom Horizontal Banner, per month	12 months	R805	R1 208
		6 months	R1 006	R1 509
		3 months	R1 258	R1 887
SATSA Website	Home Page Main Banner	12 months	R2 500	R3 750
		6 months	R3 125	R4 687
		3 months	R3 906	R5 859
SATSA Zoom	One Hour Zoom Meeting		R5 750	R8 625
SATSA Surveys	Survey Report		R5 750	R8 625
Chapter Meeting - Physical	Meeting Sponsor, Exhibition Table & 5 min Product Presentation		R1 725	R2 588
Chapter Meeting - Physical	Exhibition Table & 5 min Product Presentation		R1 150	R1 725
Chapter Meeting - Virtual	5 min Product Presentation		R575	R863

Specs & Requirements

Main Banner (Homepage)	1920w x 688h	Images provided in JPG, PJPNG, PNG or JPEG file. Design can be quoted separately by SATSA if needed
Horizontal Banners	1162w x 200h	
Vertical Banners	200w x 292h	