



CrimeTracer Advertising Rates

(1) Introduction

The CrimeTracer system has been created to allow the public to freely join in the fight against crime. CrimeTracers' power lies in the effective storage and retrieval of criminal data. The CrimeTracer system will facilitate the communication of vital criminal data between individuals, community initiatives, private security companies and the South African Police Service.

(2) Rotating Advertising

We currently offer advertisers a 180 x 150 pixel (rectangle) rotating advertising spot in the CrimeTracer application.

Pricing is subject to a minimum contract term of **1 month** (you will have to renew your advert on a monthly basis). Contact marketing@crimetracer.co.za for a quotation.

(3) Sponsored Advertising

We currently offer sponsored advertising in the form of a 180 x 150 pixel (rectangle) non-rotating static advertising spot in the CrimeTracer application. Sponsored advertisers advertisements will show up in the top most position on all application pages.

Sponsored advertisers will be included in our list of official sponsors. Revenue from sponsored advertising will go to the direct improvement of the CrimeTracer system. Sponsored advertisers are therefore official sponsors of the CrimeTracer initiative and will be featured on all CrimeTracer related websites and marketing media both print and digital.

Pricing is subject to a minimum contract term of **12 months** (you will have to renew your sponsorship on a yearly basis). Contact marketing@crimetracer.co.za for a quotation.

(4) Bookings

1. Decide on which advertising option you are interested in and for what period of time
2. Email marketing@crimetracer.co.za for a quotation and to book your advertisement
3. You will receive an invoice from Crimex to confirm the booking
4. Make payment and email banner(s) and proof of payment to marketing@crimetracer.co.za
5. Your banner(s) will added to the system as requested

(5) Additional Information

- All our advertising rates are VAT inclusive
- The file size must be 20KB or less, we accept gif, jpeg or non-transparent png
- No animated or flash banners are permitted
- Banner specifications must be exact
- No booking is confirmed until we have received proof of payment
- We will provide a statistics report at the end of the campaign upon request
- Banner bookings work on a first come first serve basis with payment securing the booking



(6) Contact Information

If you have any questions, please contact Crimex on:

Tel: 0861CRIMEX / 0861274639

Cell: 0823327161
0723952113
0835549349

Fax: 0866583535

Email: marketing@crimetracer.co.za

Mail: PO Box 70380
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