

## Directory Annual Membership Features & Benefits Table

ANNUAL LISTING FEATURES	VALUE	PARTNER	GOLD
		<b>COST : R 20 800</b> Avg 84k views p.a.	<b>COST: R 39 900</b> Avg 244k views p.a. Value: Listing R23 400 Value: Exposure: R66 000
	<b>Total: R 23 400</b>	<b>Total Value: R23 400</b>	<b>Total Value: R89 400</b>
<b>Winery</b> <i>Logo, intro text, web link, contact details</i>	<b>Value: R 2 000</b>	YES	YES
<b>Wine</b> <i>Full tasting notes, bottle shot, awards, tech analysis, historical data kept</i>	R 2 000 per wine (Avg 5) <b>Value: R 10 000</b>	YES	YES
<b>News</b> <i>Publication of all news + Newsfeed &amp; Twitter</i>	R 800 each (Avg 3) <b>Value: R 2 400</b>	YES	YES
<b>Diary</b> <i>Publication of all diary events + Diaryfeed</i>	R 500 each (Avg 2) <b>Value: R 1 000</b>	YES	YES
<b>Photo Albums &amp; Videos</b> <i>Publication of all photos &amp; YouTube Videos</i>	R 500 each (Avg 2) <b>Value: R 1 000</b>	YES	YES
<b>Tourism Pages</b> <i>(Eat, Sleep, Do &amp; Taste)</i>	R 10 00 each (Avg 3) <b>Value: R 3 000</b>	YES	YES
<b>About Pages</b>	<b>Value: R 500</b>	YES	YES

### EXTRA EXPOSURE - included exclusively for our GOLD LISTINGS - Value R66 000

<b>Banner Adverts</b> <i>70 000 impressions p.a.</i>	R 3 000 p.m. 12 x months <b>Value: R 36 000</b>	N/A	YES
<b>Featured</b> <i>Throughout wine.co.za: Home Page, Winery, Wines, News, Diary, Tours</i>	R 0.50 per impression 25 x impressions <b>Value: R 12 500</b>	N/A	YES
<b>Social Media</b> <i>5 x posts p.a (40k+ followers: FB, Insta, Twitter)</i>	R 2 000 per post 5 x posts <b>Value: R 10 000</b>	N/A	YES
<b>Featured News</b> <i>Every article featured in News (1 x day)</i>	R 1 500 each Avg 3 per winery <b>Value: R 4 500</b>	N/A	YES
<b>Featured Events</b> <i>Every event featured in Diary (1 x week)</i>	R 1 000 each Avg 3 per winery <b>Value: R 3 000</b>	N/A	YES