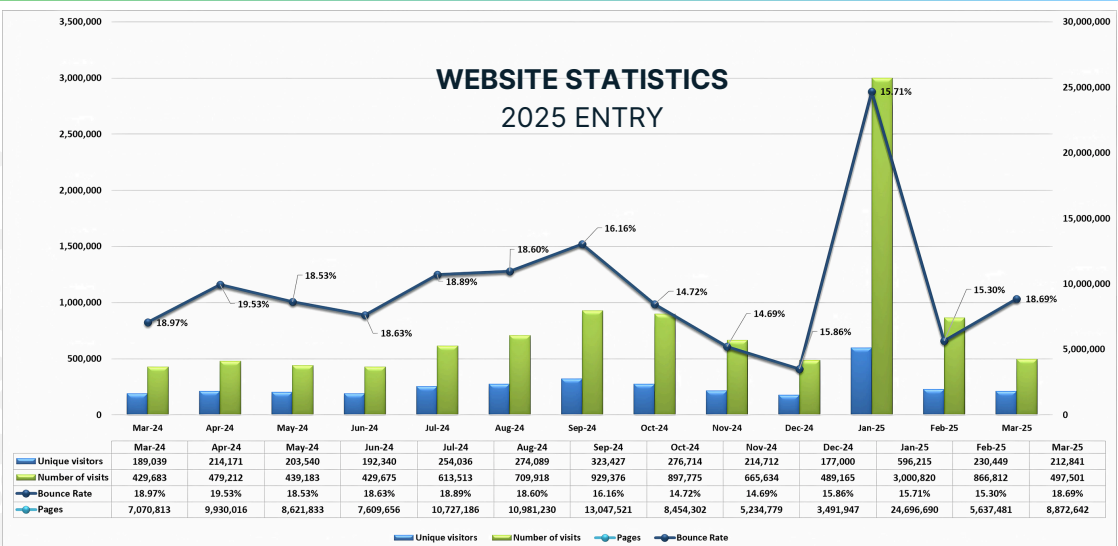




CAO RATECARD 2027 ACADEMIC YEAR



REACHES MORE THAN **1 MILLION** YOUNG ADULTS
AGED BETWEEN 16 TO 25



The **Central Applications Office (CAO)** has been in existence for over 25 years. It makes available application and career information to prospective applicants who wish to apply to KZN post school institution, i.e public and private universities.

Applicants also use the website to complete and submit applications and check the progress of the application.

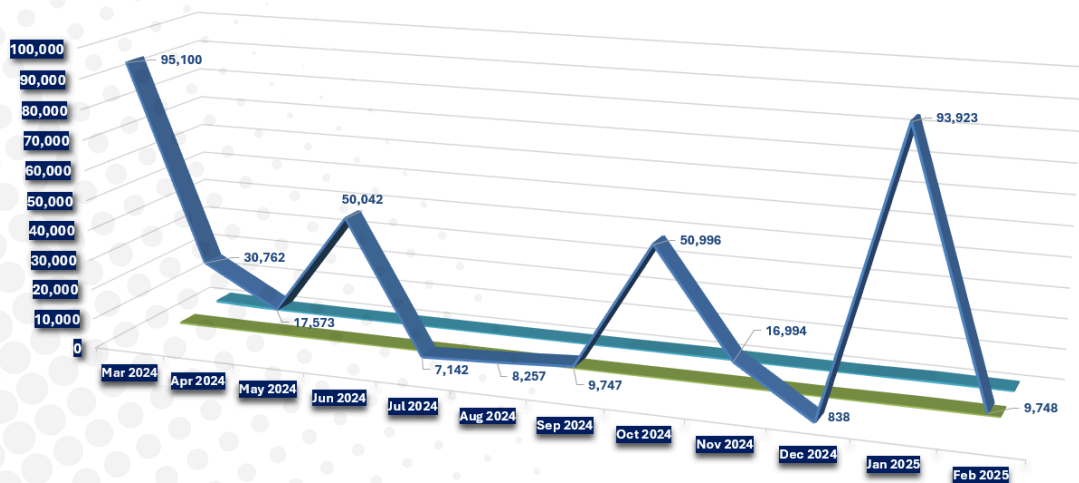
The CAO Handbook is published annually and is distributed free of charge to all high schools in KZN and on request throughout South Africa. It is also available in Libraries and to NGO's.

The CAO is the **only** organisation authorised to recruit and process applications for KZN Universities

2020 TO 2025 ACADEMIC YEAR

MONTH	UNIQUE VISITORS	NUMBER OF VISITS
Mar 2020 - Feb 2021	1,539,033	4,391,758
Mar 2021 - Feb 2022	2,252,263	7,663,433
Mar 2022 - Feb 2023	2,794,745	8,222,994
Mar 2023 - Feb 2024	3,074,277	9,429,242
Mar 2024 - Feb 2025	3,358,573	10,448,267

Each year starts at zero with a uniquely new set of learners as the past year's learners move to pursue their post school careers.



Monthly Facebook Posts & Likes (2025 Entry)

	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025
Number of Views on Posts	95,100	30,762	17,573	50,042	7,142	8,257	9,747	50,996	16,994	838	93,923	9,748
Number of Comments on Posts	245	54	109	9	29	9	16	96	68	0	164	11
Total number of "Likes"	940	209	100	63	38	53	46	205	53	0	301	24

(ALL REVOLVING BANNERS ARE ON THE HOME PAGE)

SINGLE REVOLVING WEBSITE BANNER

1

- A single banner running for 12 months
- Multiple single banners running for 12 months
- Banners may be changed at any time and can run for any length of time during the Entry Cycle
- See page 4 of this Rate Card for options

COMBO OF REVOLVING WEBSITE BANNER PLUS FULL PAGE/DOUBLE PAGE ADVERTISEMENTS (STANDARD POSITIONS) IN OUR 240-PAGE 2027 ACADEMIC YEAR ENTRY HANDBOOK

2

- Banners may be changed at any time and can run for any length of time during the Entry Cycle
- For Handbook page options see page 5 of this Rate Card

COMBO OF REVOLVING WEBSITE BANNER PLUS DOUBLE-PAGE SPREAD AND /OR MULTI-PAGE ADVERTISEMENTS (GUARANTEED POSITIONS) IN OUR 240-PAGE 2027 ACADEMIC YEAR ENTRY HANDBOOK

3

- Banners may be changed at any time and can run for any length of time during the Entry Cycle
- For Handbook page options see page 6 of this Rate Card

HANDBOOK ADVERTISEMENT/S, SINGLE OR DOUBLE-SPREAD IN OUR 2027 240-PAGE ACADEMIC YEAR ENTRY HANDBOOK WITHOUT WEBSITE BANNER

4

- For only Handbook advertisements see page 7 of this Rate Card.

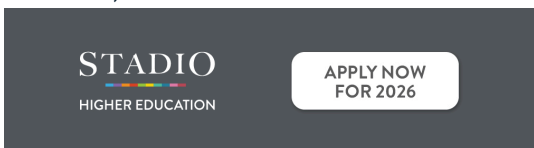
4

OPTION 1

SINGLE WEBSITE BANNER

STAND-ALONE REVOLVING BANNER

(SAMPLE NOT TO SCALE)



STAND-ALONE BANNER (HOMEPAGE)

(SEE WEBSITE FOR ACTUAL BANNERS: www.cao.ac.za)

EDUCATIONAL INSTITUTIONS

R25 000 PLUS R5 000 PER MONTH FOR 10 MONTHS
WITH TWO MONTHS FREE (TOTAL R75 000)

CORPORATE COMPANIES

R30 000 PLUS R5 000 PER MONTH FOR 10 MONTHS
WITH TWO MONTHS FREE (TOTAL R80 000)

EXISTING BANNER CHANGE
DURING THE 10 MONTHS

R10 000 PER CHANGE

DIMENSIONS

STAND-ALONE BANNER (HOMEPAGE) : 1010px x 270px

TECHNICAL SPECS

FILE FORMATS: PNG, JPG, JPEG, GIF



5

OPTION 2

COMBO OF REVOLVING WEBSITE BANNER **PLUS** FULL/DOUBLE PAGE ADVERTS

(STANDARD POSITIONS)

COMBO

WEBSITE BANNER PLUS HANDBOOK ADVERT

INSTITUTIONS

CORPORATE COMPANIES

HANDBOOK
POSITIONS

HANDBOOK
ONLY

*STAND-ALONE
WEBSITE BANNER
ONLY

COMBO A
LESS 20%

HANDBOOK
ONLY

*STAND-ALONE
WEBSITE BANNER
ONLY

COMBO B
LESS 20%

STANDARD POSITIONS

FULL PAGE

R39 575

R25 000 ONCE-OFF
PLUS
R5 000 PER MONTH FOR
10 MONTHS WITH TWO
MONTHS FREE = R75 000

R91 660

R88 000

R30 000 ONCE-OFF
PLUS
R5 000 PER MONTH FOR
10 MONTHS WITH TWO
MONTHS FREE = R80 000

R134 400

DOUBLE
PAGE
SPREAD

R71 150

R25 000 ONCE-OFF
PLUS
R5 000 PER MONTH FOR
10 MONTHS WITH TWO
MONTHS FREE = R75 000

R116 920

R176 000

R30 000 ONCE-OFF
PLUS
R5 000 PER MONTH FOR
10 MONTHS WITH TWO
MONTHS FREE = R80 000

R204 800



*DURING THE ENTRY CYCLE, STAND-ALONE BANNERS
MAY BE CHANGED WHEN REQUIRED AT A COST OF
R10 000 PER CHANGE



6

OPTION 3

COMBO OF REVOLVING WEBSITE BANNER
PLUS DOUBLE PAGE AND/OR MULTI-PAGE ADVERTS

(GUARANTEED POSITIONS)

COMBO WEBSITE BANNER PLUS HANDBOOK ADVERT

INSTITUTIONS				CORPORATE COMPANIES		
HANDBOOK POSITIONS	HANDBOOK ONLY	*STAND-ALONE WEBSITE BANNER ONLY	COMBO A LESS 20%	HANDBOOK ONLY	*STAND-ALONE WEBSITE BANNER ONLY	COMBO B LESS 20%
GUARANTEED POSITIONS						
INSIDE BACK COVER	R96 800	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R137 440	R100 800	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R144 640
INSIDE FRONT COVER	R101 200	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R140 960	R105 200	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R148 160
OUTSIDE BACK COVER	R105 600	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R144 480	R109 600	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R151 680
1 ST DOUBLE PAGE SPREAD	R82 275	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R125 820	R193 600	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R218 880
2 ND DOUBLE PAGE SPREAD	R82 275	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R125 820	R193 600	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R218 880
3 RD DOUBLE PAGE SPREAD	R78 225	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R122 580	R183 600	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R210 880
ANY GUARANTEED PAGE	R45 525	R25 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R75 000	R96 420	R101 200	R30 000 ONCE-OFF PLUS R5 000 PER MONTH FOR 10 MONTHS WITH TWO MONTHS FREE = R80 000	R144 960

HANDBOOK ONLY
RATE CARD

POSITION	INSTITUTIONS	CORPORATE COMPANIES
STANDARD POSITIONS		
FULL PAGE	R39 575	R88 000
DOUBLE PAGE SPREAD	R71 150	R176 000
GUARANTEED POSITIONS		
INSIDE BACK COVER	R96 800	R100 800
INSIDE FRONT COVER	R101 200	R105 200
OUTSIDE BACK COVER	R105 600	R109 600
1 st DOUBLE PAGE SPREAD	R82 275	R193 600
2 nd DOUBLE PAGE SPREAD	R82 275	R193 600
3 rd DOUBLE PAGE SPREAD	R78 225	R183 600
ANY GUARANTEED PAGE	R45 525	R101 200

MATERIAL & TECHNICAL SPECS: 2027 ENTRY

Printing:	Litho Web Offset; 120 line screen; 56gsm paper; four colour process; links throughout (no spot colours and no four colour black in text)
Trim Size:	210mm (W) x 138mm (H)
Type Area:	194mm (W) x 122mm (H)
Bleed Size:	220mm (W) x 148mm (H), i.e 5mm bleed all round

- All adverts must be supplied as either a print-quality PDF or high resolution JPEG
- Resolution must be 300dpi and the correct size chosen

8

ADVERTISING DEADLINE FOR 2027 ENTRY (WEB & HANDBOOK)

ACTIVITY	WEB	HANDBOOK
ACCEPTANCE OF BOOKINGS	Until the 15th of the month preceding the month on which the banner/s is/are published	From: 9:00 on Wednesday, 22nd October 2025 Until: 12:00 noon on Friday, 31st October 2025 Bookings received after the deadline may be accepted subject to available space and the printer's deadline
PAYMENT DUE DATE	- Until the 15th of the month preceding the month on which the banner/s is/are published - Web and Handbook Combo's payment due date is 7th November 2025	7th November 2025 OR on the same date that bookings are received AFTER 31st October 2025
ADVERTISING MATERIALS: PRINT QUALITY PDF OR HIGH RESOLUTION JPEG	Web Banners must reach us before the 15th of the Month Preceding the Month of Publication	21st November 2025
PUBLICATION	- First Banners for 2027 Entry will be published from 1st March 2026 - Individual Web Banners may be changed at any time during the entry year until the 15th of the month preceding the month on which the banner/s is/are published	1st April 2026
PAYMENT OF COMBO'S FOR WEB & HANDBOOK ADVERTISING	7th November 2025 OR on the same date that bookings are received AFTER 31st October 2025	7th November 2025 OR on the same date that bookings are received AFTER 31st October 2025

POST SCHOOL APPLICATIONS FOR:

JUNE/JULY 2026 : (SECOND SEMESTER)

JANUARY 2027 : (FIRST SEMESTER)

JUNE/JULY 2027 : (SECOND SEMESTER)

CONTACT DETAILS FOR ADVERT BOOKINGS

CAO CUSTOMER SERVICES

☎ 031 268 4451 / 4413

✉ CUSTOMERSERVICE@CAO.AC.ZA

