

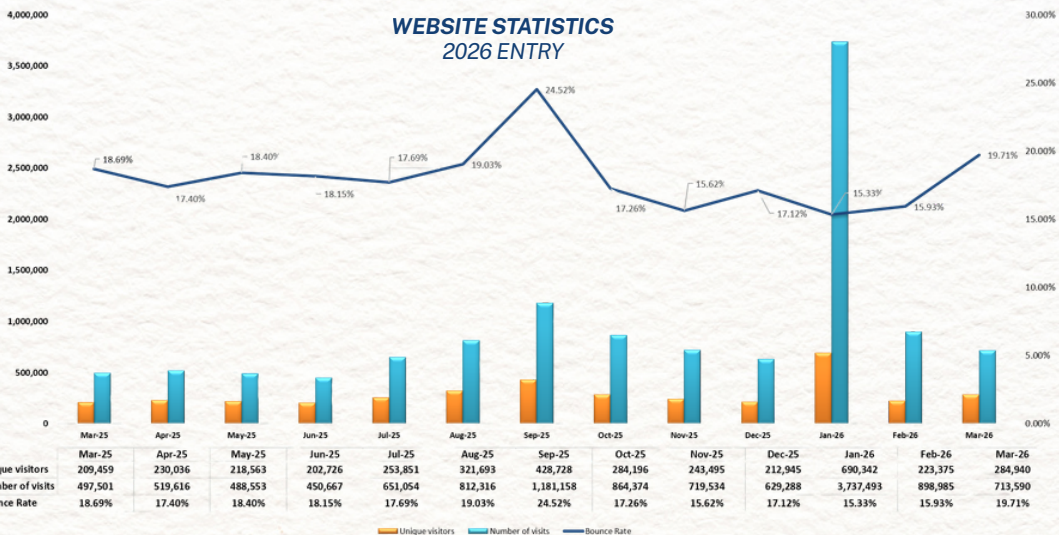
CAO RATECARD

2028 ACADEMIC YEAR

01 MARCH - 28 FEBRUARY

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

WEBSITE STATISTICS
2026 ENTRY



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.

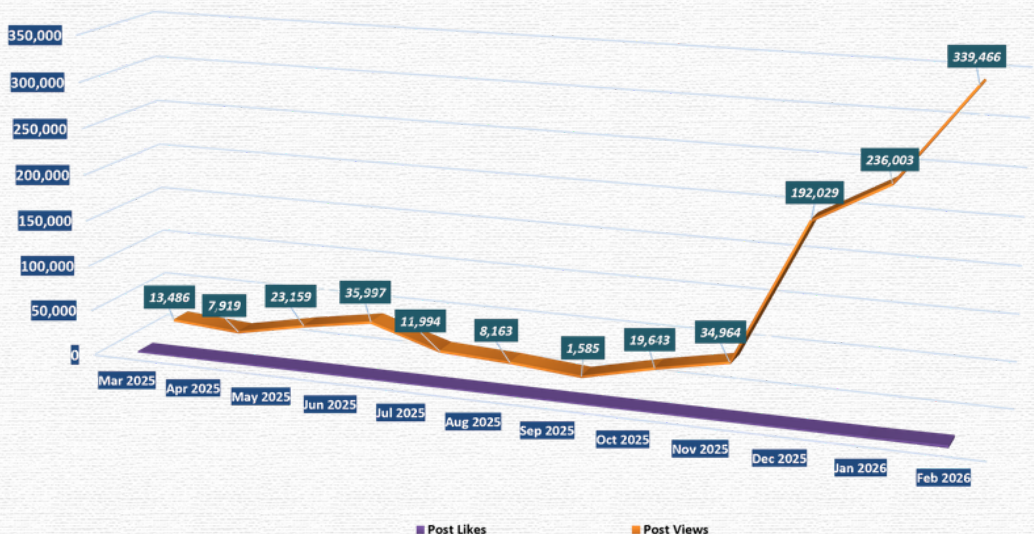
The CAO is the **only** organisation authorised to recruit and process applications for KZN Universities

2021 TO 2026 ACADEMIC YEAR

MONTH	UNIQUE VISITORS	NUMBER OF VISITS
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
Mar 2025 - Feb 2026	3,804,349	12,164,129

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 (2026 ENTRY)



	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026
Post Likes	70	50	222	154	41	52	74	49	135	232	448	1,302
Post Views	13,486	7,919	23,159	35,997	11,994	8,163	1,585	19,643	34,964	192,029	236,003	339,466

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 : REVOLVING WEBSITE BANNER **PLUS** FULL/DOUBLE PAGE ADVERTISEMENTS (STANDARD POSITIONS) IN OUR 260-PAGE 2028 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 : REVOLVING WEBSITE BANNER **PLUS** DOUBLE PAGE SPREAD AND /OR MULTI-PAGE ADVERTISEMENTS (GUARANTEED POSITIONS) IN OUR 260-PAGE 2028 ACADEMIC YEAR ENTRY HANDBOOK

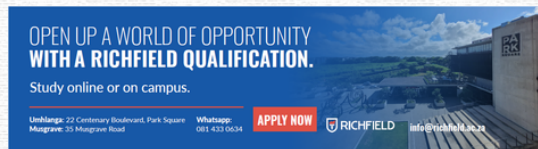
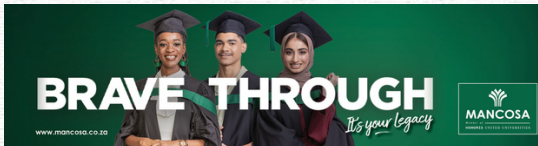
- 3
 - Banners may be changed at any time and can run for any length of time during the Entry Cycle
 - For Handbook page options see page 6 of this Rate Card

SINGLE : HANDBOOK ADVERTISEMENT/S, SINGLE OR DOUBLE SPREAD IN OUR 260-PAGE 2028 ACADEMIC YEAR ENTRY HANDBOOK **WITHOUT** WEBSITE BANNER

- 4
 - For only Handbook advertisements see page 7 of this Rate Card.

STAND-ALONE REVOLVING BANNER

(SAMPLE NOT TO SCALE)



(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

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

FILE FORMATS: PNG, JPG, JPEG, GIF

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

(STANDARD POSITIONS)

COMBO
 WEBSITE BANNER PLUS HANDBOOK ADVERT

INSTITUTIONS

CORPORATE COMPANIES

HANDBOOK
POSITIONSHANDBOOK
ONLY*STAND-ALONE
WEBSITE BANNER
ONLYCOMBO A
LESS 20%HANDBOOK
ONLY*STAND-ALONE
WEBSITE BANNER
ONLYCOMBO 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

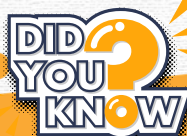
 R25 000 ONCE-OFF
PLUS
 R5 000 PER MONTH FOR
 10 MONTHS WITH TWO
 MONTHS FREE = R75 000

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



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 ADVERTISEMENT/S, SINGLE OR DOUBLE SPREAD WITHOUT WEBSITE BANNERHANDBOOK 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: 2028 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
- If the advert is bleeding off the page, add 5mm all round

ADVERTISING DEADLINE

FOR 2028 ENTRY (WEBSITE & 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, 23 September 2026 Until: 12:00 noon on Friday, 02 October 2026 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 31 October 2026	31 October 2026 OR on the same date that bookings are received AFTER 02 October 2026
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 2026
PUBLICATION	- First Banners for 2028 Entry will be published from 1st March 2027 - 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 2027
PAYMENT OF COMBO'S FOR WEB & HANDBOOK ADVERTISING	31 October 2026 OR on the same date that bookings are received AFTER 02 October 2026	31 October 2026 OR on the same date that bookings are received AFTER 02 October 2026

POST SCHOOL APPLICATIONS FOR:

JUNE/JULY 2027 : (SECOND SEMESTER)

JANUARY 2028 : (FIRST SEMESTER)

JUNE/JULY 2028 : (SECOND SEMESTER)

CONTACT DETAILS FOR ADVERT BOOKINGS

CAO CUSTOMER SERVICES

☎ 031 268 4451 / 4413

✉ CUSTOMERSERVICE@CAO.AC.ZA

