

Dear SA is a network of online public participation platforms designed to encourage the public to participate in government decision-making process at SOE, municipal, provincial and national levels.



The main site dearsouthafrica.co.za focusses on national matters while the local sites, dearcapetown.co.za, deartshwane, dearjoburg, dearekurhuleni, dearethekwini, deareden and others, focus on local municipal and community matters.

In a short amount of time, DearSA has gained a substantial following and attracts an enormous amount of high-quality internet traffic. Visitors are attracted to the site after receiving an email notification or social media message to participate in a campaign which is relevant to them. Once landing on the campaign page, they are presented with a summary of the matter and encouraged to complete a survey/petition. Once completed, the visitor is directed to a thank-you page and encouraged to participate in other campaigns elsewhere on the site. The user receives an email thanking them for their participation and is added to the active citizen database.



2 million emails
per month



600,000 visits
per month



400,000 unique
visits per month



2 million page
views per month

over **3 million** advert impressions per month



benefits over other platforms

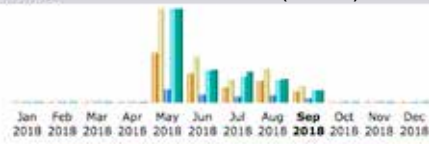
- **targeted and focused campaigns;** as any government decision must be published, each public participation campaign is highly focussed towards a business or industry sector and attracts an emotionally connected audience. Campaigns could appeal to different demographics depending on the sector involved.
- **engaged users;** spend time on the sites, reading comments from others or document summaries. Visitors also interact by completing forms, and visiting other pages within the site. Engaged users visit on average 4.5 pages.
- **high value traffic;** visitors are concerned citizens, well educated and aware of community, social, economic, political and environmental issues.

- **sectors covered;**

Agriculture, Forestry and Fisheries
Arts and Culture
Communications
Cooperative Governance
Correctional Services
Defence
Education
Energy
Environmental Affairs
Government Communications and Information System (GCIS)
Health
Home Affairs
Human Settlements
Independent Complaints Directorate
International Relations and Cooperation (Foreign Affairs)
Justice & Constitutional Development
Labour
Mineral Resources
National Intelligence Agency
National Treasury
Police
Public Administration Leadership and Management Academy
Public Enterprises
Public Service & Administration
Public Service Commission
Public Works
Rural Development & Land Reform
Science & Technology
Social Development
South African Police Service
South African Revenue Service
South African Secret Service
Sport & Recreation South Africa
Statistics South Africa
The Presidency
Tourism
Trade & Industry
Traditional Affairs
Transport
Water Affairs
Women, Children & People with Disabilities



Monthly history dearouthafrica.co.za (national)



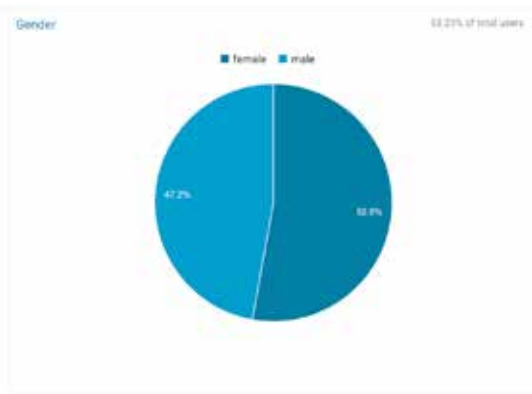
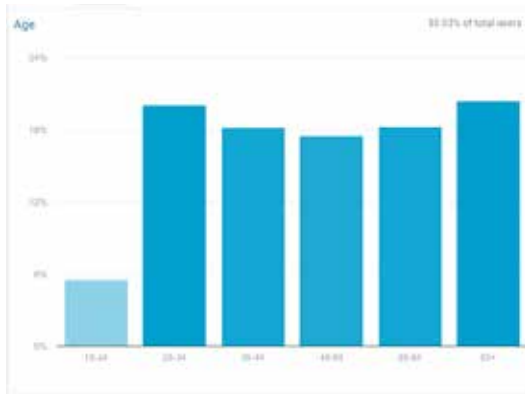
Month	Unique visitors	Number of visits	Pages	hits	Bandwidth
Jan 2018	0	0	0	0	0
Feb 2018	0	0	0	0	0
Mar 2018	0	0	0	0	0
Apr 2018	52	77	2,090	4,375	59.74 MB
May 2018	501,426	953,297	2,710,119	19,500,006	189.24 GB
Jun 2018	288,835	466,464	1,529,163	6,671,090	66.42 GB
Jul 2018	153,326	230,558	1,216,682	5,204,145	62.13 GB
Aug 2018	213,355	345,567	1,475,044	4,699,337	48.02 GB
Sep 2018	111,293	160,772	778,693	2,456,817	23.96 GB
Oct 2018	0	0	0	0	0
Nov 2018	0	0	0	0	0
Dec 2018	0	0	0	0	0
Total	1,268,287	2,156,735	7,711,791	38,535,770	389.82 GB

Monthly history dearcapetown.co.za (local)



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2018	162,322	254,965	975,438	3,688,399	68.64 GB
Feb 2018	130,387	193,326	544,927	1,897,786	31.76 GB
Mar 2018	81,675	116,912	392,683	1,624,828	38.45 GB
Apr 2018	120,919	191,521	663,732	2,712,913	69.14 GB
May 2018	97,839	178,946	627,213	1,779,297	46.62 GB
Jun 2018	39,701	56,925	208,915	918,195	26.32 GB
Jul 2018	37,384	56,377	220,381	644,312	18.96 GB
Aug 2018	17,861	25,571	117,805	384,188	13.27 GB
Sep 2018	57,251	90,577	360,477	1,462,655	49.54 GB
Oct 2018	0	0	0	0	0
Nov 2018	0	0	0	0	0
Dec 2018	0	0	0	0	0
Total	745,339	1,166,120	4,111,571	14,912,573	362.71 GB

Profile of visitors

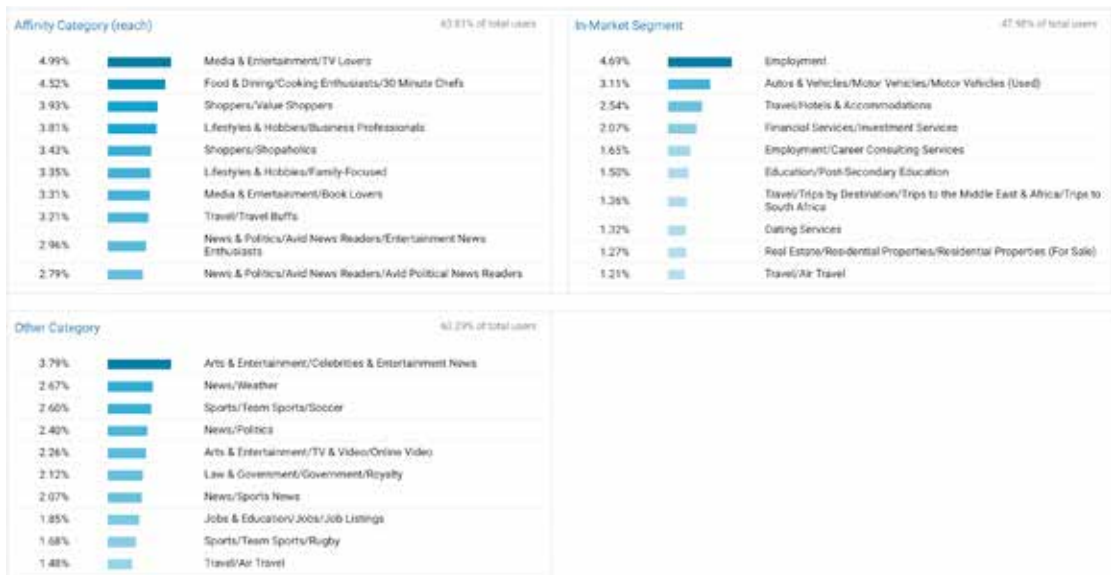


This report was generated on 10/12/18 at 03:44 PM - Refresh Report

Device used to view the website



Visitor's interests (Google profiles)





Dear SA campaigns are shared across multiple partner websites and affiliates. Each partner is industry focussed and attracts a focussed and professional audience. An essential part of a Participative Democracy Process is a partnership with sector related Expert Coalitions consisting of academics, auditors, engineers, advisors, analysts, advocates and attorneys to provide input and assistance on issues which affect you. The Energy Expert Coalition is focussed on all energy matters including Eskom tariff hikes, municipal levies, government regulations or policies and more. Campaigns include issues around coal, renewables, nuclear, gas, oil and other sectors.



Advertising opportunities

The same opportunities as on DearSA exist on eeco wherein emails are sent to each participant upon their completion of a form. Banner advertising exists on the campaign pages and information pages. Advertisers can expect their adverts to run on all sites or choose to run only on eeco.co.za.



rates

All campaigns run for a minimum of 30 days during which each advert receives a minimum of 250,000 impressions.

Top banner position (a + a + a) R20,000

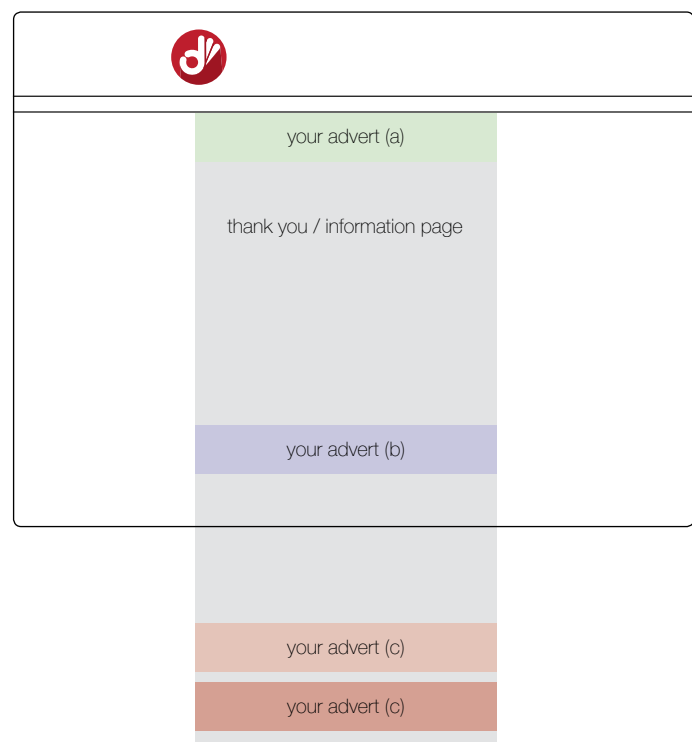
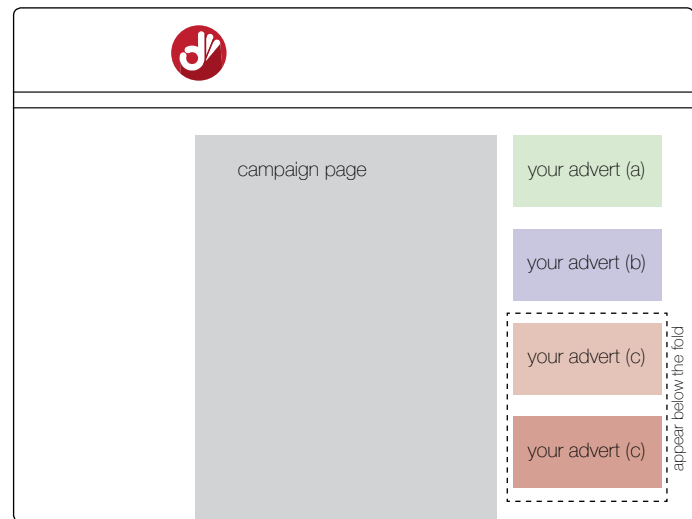
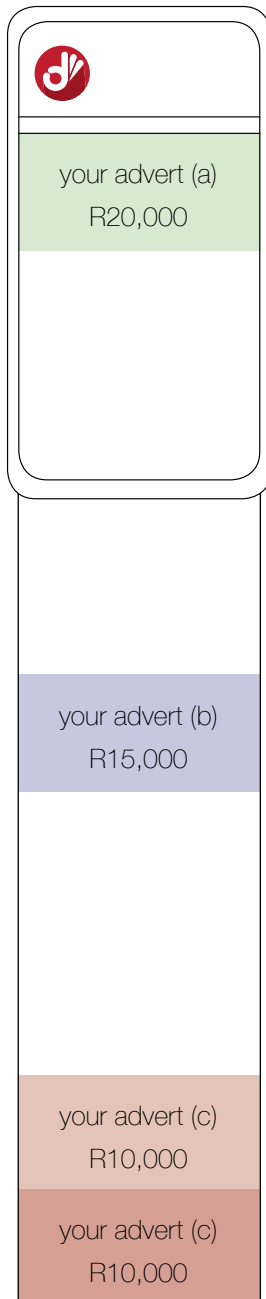
Second banner position (b + b + b) - R15,000

Below the fold (c + c + c) - R10,000

Email exclusivity (as only one advert position per email) - R15,000 per 150,000 emails.

Package deals (email and web banner) - 20% discount.

Each and every participant on each campaign receives a thank-you email and update emails are sent out to the entire database every Monday.





Having problems? [verify](#) or [unsubscribe](#) instantly



dear SOUTH AFRICA

Driving participative democracy

Dear SANDRA

After VAT increased to 15%, concern about the impact on citizens led the Minister of Finance to appoint a panel of experts to evaluate the current list of zero-VAT items and consider including extra items to lessen the impact of the VAT increase.

We encourage you to click the green button below to provide a comment on a report which recommends **additional items to be zero-rated for VAT**.

The recently released report also recommends strengthening the National School Nutrition Programme and increasing the Child Support Grant and Old Age Pension.

The National Treasury has asked for your comments or suggestions on the report.

View the added items and recommendations here

SANDRA, please click the green button below to have your say now as closing date is Friday 31 August.

Thank you for participating in your democracy.
The team at *dear South Africa*.

We get you to encourage everyone you know to participate in this essential process

[SANDRA, click here to have your say now](#)

A GIFT FROM A SPONSOR

There's no time better than now for you to sign up to Noseweek. For a limited time only we're offering a 20% discount on online subscriptions. You get to read 12 issues for just R244 (R21 per issue) and can access our entire 25-year searchable archive at your convenience and at no extra cost! Click on the image below to visit Noseweek.

20% OFF Subscribe to **noseweek** **NOW!**

All comments sent through DearSA are registered and will be acknowledged and considered in the decision-making process under the Promotion of Administrative Justice Act - PAJA. This forms a solid foundation for a legal challenge should the need arise.



You have received this email as you participated on Dear South Africa as [sandra@dearsouthafrica.co.za](#). If you no longer wish to receive emails please [unsubscribe](#) or [update profile](#).

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email

your advert - R15,000 /100,000



Most common sizes

Most Common Display Ad Sizes - width x height (in pixels)

250 x 250 – Square

200 x 200 – Small Square

468 x 60 – Banner

728 x 90 – Leaderboard

300 x 250 – Inline Rectangle

336 x 280 – Large Rectangle

120 x 600 – Skyscraper

160 x 600 – Wide Skyscraper

300 x 600 – Half-Page Ad

970 x 90 – Large Leaderboard

Advertisers are best advised to supply several sizes for each advert as sizes differ between mobile and desktop platforms.

Formats accepted are JPEG (.jpg) for static images and GIF (.gif) for animated.

Please also supply landing page http links for click through from ad.

contact

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Ad booking form



SOUTH AFRICA

Company details

--

Date

Tel

Fax

Co.P/O #

Int. order #

Authorised Contact

Email address

WWW.

All

SUBTOTAL	
15% VAT	
TOTAL	

Please note our payment terms are; payment due in month of publication.

Sales consultant	
Contact no.	
VAT no.	
Company reg no.	
Acc contact person	
Tel no.	
Email	

email

your order no.

name of person

capacity

date signed

signature