



DK EXPRESSIONS

2015 RATE CARD

WHO WE ARE

DK Expressions® Founded in 2013 is not only a Blog that publishes content on all the biggest, most exciting and interesting events, gadgets, sports, news, reviews happening in South Africa & the rest of the World but also an advertising & communications media company. Providing businesses with digital media management, online marketing and social media exposure through our Social Media Portal as well as our unique Real Time Event Photography Service (RTEPS)

THE BENEFITS FOR PREMIUM CLIENTS

Your listings are published with full Search Engine Optimization (SEO), direct links to your website, event or product. Listings get published on our website and then immediately shared across our digital platforms. We will also include post boosting on facebook and twitter to ensure your content reaches its maximum views.

ACHIEVEMENTS

OFFICIAL KINGS OF CHAOS BLOGGER 2013/2014
OFFICIAL DELICIOUS INTERNATIONAL FOOD & MUSIC FESTIVAL BLOGGER 2013/2014
URBAN BRANDY COCKTAIL ROUTE AMBASSADOR 2014/2015
MEMBER OF THE TWITTER ADVERTISING ACADEMY 2014/2015
AFRICAN BLOGGER AWARDS WINNER – RUNNER UP BEST EVENT & NIGHTLIFE BLOG 2015
OFFICIAL REAL TIME EVENT PHOTOGRAPHER FOR THIKHO EVENTS 2014/2015

CONTACT US

JHB OFFICE
DALE KOPPING
011 346 2882
073 091 0742 / 072 246 0451
dale@dkexpressions.co.za

CAPE TOWN
RAYNE ALEXANDER
082 766 6507
rayne@dkexpressions.co.za



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BLOG & SOCIAL MEDIA STATS



14,800 FOLLOWERS

TWITTER ACHIEVEMENTS:

RANKED 6TH MOST POPULAR HANDLE IN SA NOVEMBER 2014

MEMBER OF THE TWITTER ADVERTISING ACADEMY SINCE APRIL 2014



14,190 PAGE LIKES

POST REACH OF 124,500+



527 FOLLOWERS

329 FOLLOWING



347 FOLLOWERS AND 81,520 VIEWS



17 SUBSCRIBERS

3,537 VIEWS

DEMOGRAPHICS

56.5 % MEN

43.5% WOMEN

LSM 7-10

BLOG AUDIENCE 2015

50,478 UNIQUE VISITORS

161,179 NUMBER OF VISITS

1,906,103 PAGES

3,376,582 HITS



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BLOG LISTINGS

OPTION 1 – SINGLE BLOG LISTINGS	R 1,500
OPTION 2 – 8 BLOG LISTINGS *	R 6,000
OPTION 3 – 16 BLOG LISTINGS *	R12,500
Web Banner Ad Prices on request	

TWITTER ADVERTISING

1 TWEET	R 500
2 TWEETS	R 850
5 TWEETS	R2,100

FACEBOOK ADVERTISING

1 FB POST	R1,100
2 FB POSTS	R2,000
5 FB POSTS	R5,000

INSTAGRAM ADVERTISING

1 PHOTO	R 300
2 PHOTOS	R 500
5 PHOTOS	R1,200

EVENT PHOTOGRAPHY

Professional Event Photography & Video
(2 events free coverage when blog listings option 2 is selected and 3 event free coverage when published post option 3 is selected subject to photographers availability) *

Photography & Videography	R850 per hour
Real Time Event Photography	R3875 (2hours)

OTHER SERVICES

Massive Social Media Exposure
Social Media Management & Networking
PR & Marketing Strategies
Product Reviews and Interviews
Strategic Alliance Partnerships
All Premium Clients Receive Campaign Reports & Analytics
Bespoke Promotions & Campaigns

All blog and social media rates calculated by Webfluential and can be viewed in dollars <http://www.webfluential.com/dkexpressions>