



# ADVERTISING CATALOGUE

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UPDATED: October 2022



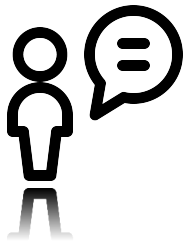
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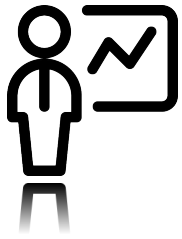


## ABOUT US

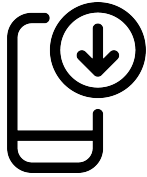
Forge is a mapping and geospatial solutions company.

Our primary focus is the free Forge App: a mobile application that supplies outdoor enthusiasts with over 5 000 km of hand curated and highly accurate trails packaged in digital hiking maps from around South Africa.

Find out more on the '[About Us](#)' page on our website.



# APP & MAP STATISTICS



## App Downloads

**Total: 22 471**

Google Play Store: 12 116

Apple App Store: 10 355



## Monthly Map Views

**Total: 5 111**

Web Maps: 3 461

Forge App: 1 650

Individual map views available on request.



## App Install Base

**Total: ± 4 978**

Android: 2 745

Apple: ± 2 233

The number of devices on which the Forge App is installed and have been switched on in the preceding 28-day period.



## App Users\*\*

**Total: ± 1 452**

Android: 801

Apple: ± 651

Devices with at least one session in the preceding 28-day period. This also reflects the number of unique impressions.

*\*3-month rolling average.*

*\*\*Extrapolated from the average 90-day opt-in rate.*

*Statistics correct as of 6 October 2022.*



# APP DISPLAY AD PLACEMENT OPTIONS

## App Sponsorship Package

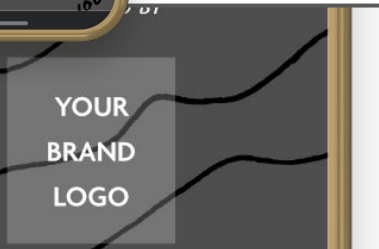
CODE: #1 | R8,000.00 for 3 months

### Loading Page

Company logo displayed on the app loading page for 1-3 seconds.

#### Ad Specs

Dimension: 380 x 380

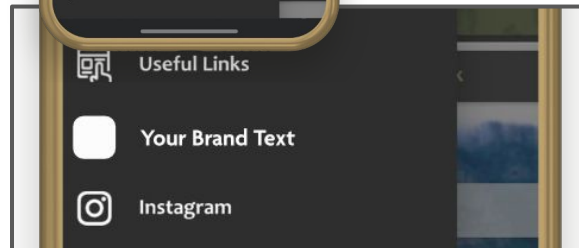
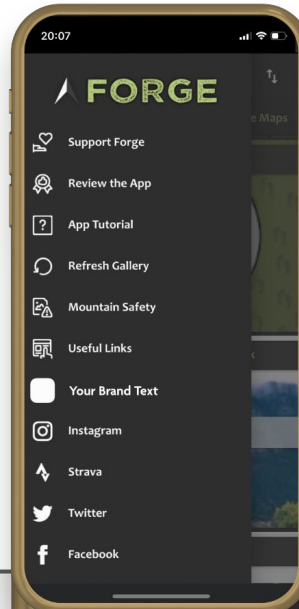


### Menu Item

Company logo and title as a menu item linking to a URL. The menu is accessible throughout the app.

#### Ad Specs

Dimension: 48 x 48  
Colour: White  
Character Limit: 20

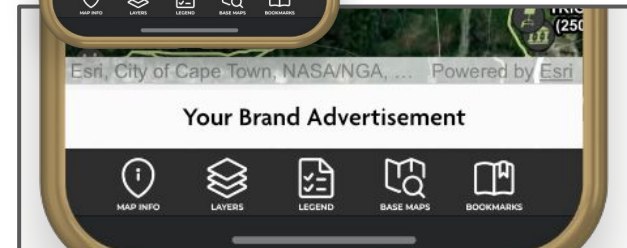
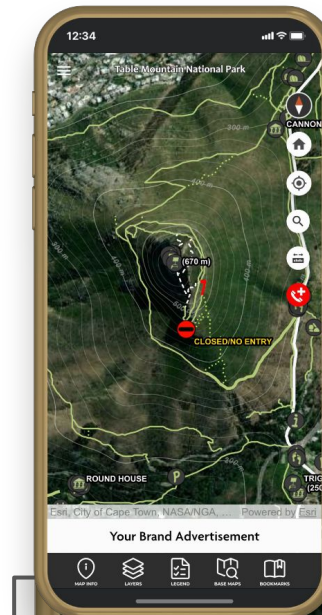


### Map Banner

Personalised display banner linking to a URL. The banner is visible across all maps, online and offline.

#### Ad Specs

Dimension: 1300 x 220  
Recommended Margin: 10





# APP DISPLAY AD PLACEMENT OPTIONS

## Branded Map Thumbnail

CODE: #2 | R1,200.00 for 3 months

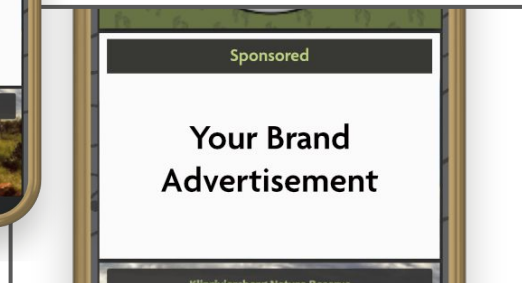


Create your own customizable map which includes a map title, thumbnail and URL click-through link.

### Ad Specs

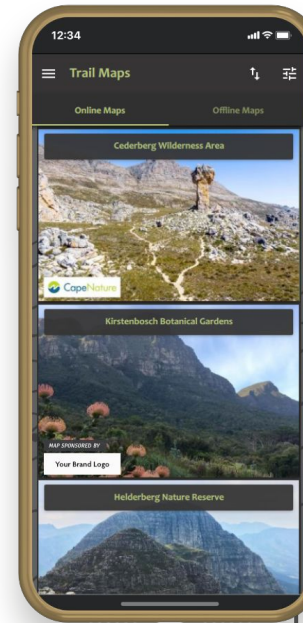
Thumbnail dimension: 380 x 380

Title character limit: 50



## Map Sponsorship

CODE: #3 | R800.00 for 3 months

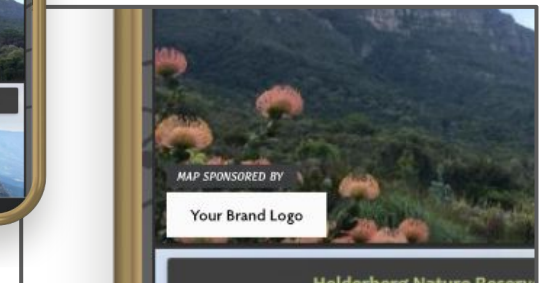


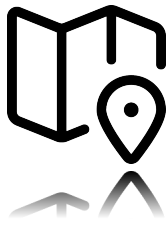
Display your company logo on a map thumbnail in the Trail Maps gallery.

### Ad Specs

Max width: 200

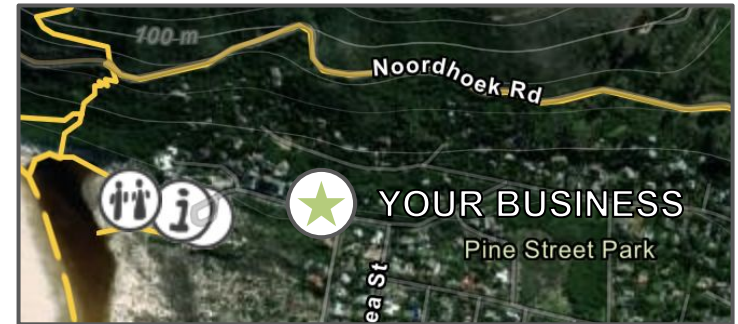
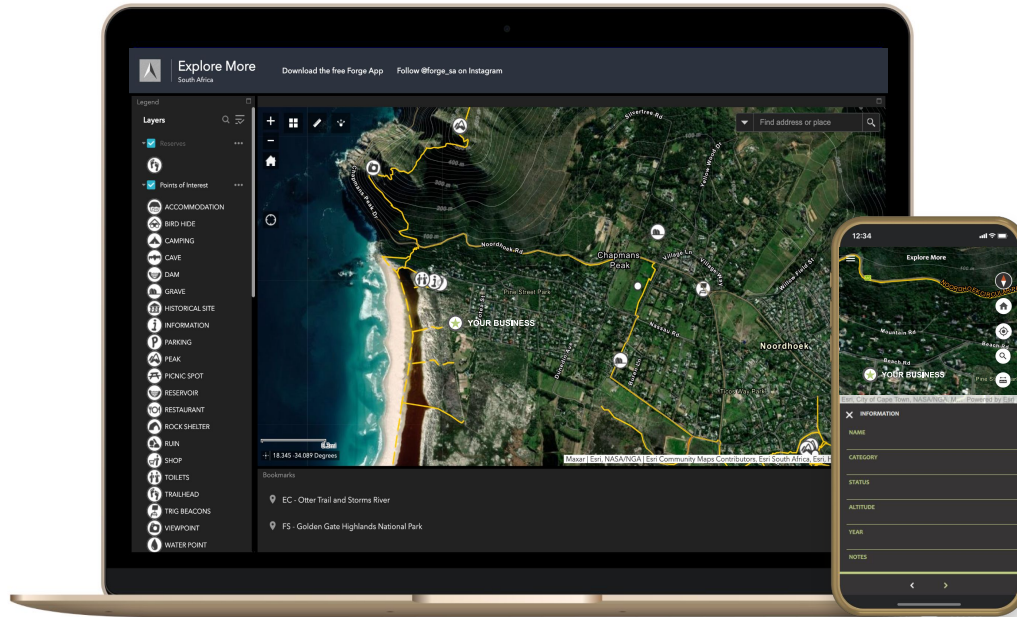
Max height: 55





# MAP POINT-OF-INTEREST ICON

CODES: #4A - #4E | From R1,200.00 for 12 months



- Place your business on Forge maps as a Point-of-Interest (POI), which includes:
  - Business Name
  - Category
  - Short Description
  - Website
  - Google Maps Link
- POIs are visible on the app and web maps.
- Embed your POI in our Countrywide Map, Reserve Map or Route Map (or a combination of maps).



# PRICING

Platform	Item	Code	Price	Pricing Plan
<b>MOBILE APP</b>	<b>App Sponsorship Package</b> (Incl. Loading Page, Menu Item and Map Banner)	#1	R8,000.00	Fee covers advertising for 3 months.
	<b>Branded Map Thumbnail</b>	#2	R1,200.00	
	<b>Map Sponsorship</b>	#3	R800.00	
<b>MAP POINT-OF-INTEREST ICON (WEB AND APP)</b>	<b>Countrywide Map</b> (i.e. Explore More)	#4A	R1,800.00	Fee covers advertising for 12 months.
	<b>Reserve Map</b> (e.g. Table Mountain National Park, Klipriviersberg Nature Reserve, etc.)	#4B	R1,400.00	
	<b>Route Map</b> (e.g. Lion's Head, Noordhoek Panorama Circuit, etc.)	#4C	R1,200.00	
	<b>Combo 1</b> (Incl. Countrywide Map, Reserve Map and Route Map)	#4D	R3,900.00	
	<b>Combo 2</b> (Incl. Countrywide Map plus Route Map or Reserve Map)	#4E	R2,800.00	





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**FIND YOUR PATH. EXPLORE MORE.**

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