



FORGE ADVERTISING CATALOGUE

UPDATED: October 2023



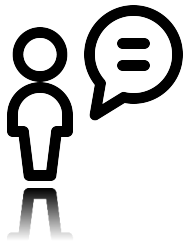
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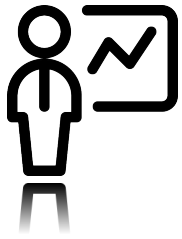


ABOUT US

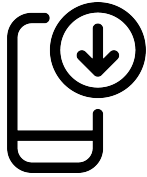
Forge is a mapping and geospatial solutions company.

Our primary focus is the free Forge App: a mobile app that supplies outdoor enthusiasts with over 6 000 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: 29,189

Google Play Store: 15,273
Apple App Store: 13,916



Quarterly Map Views

Total: 20,318

Web maps: 13,819
Forge app: 6,499

Individual map views available on request.



App Install Base

Total: ± 5,741

Android: 3,004
Apple: ± 2,737*

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



Monthly App Users

Total: ± 1,476

Android: 857
Apple: ± 619**

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

**Extrapolated from proportional usage on Android.*

***Estimate based on average opt-in rate.
Statistics correct as of 27 October 2023.*



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

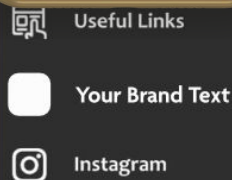
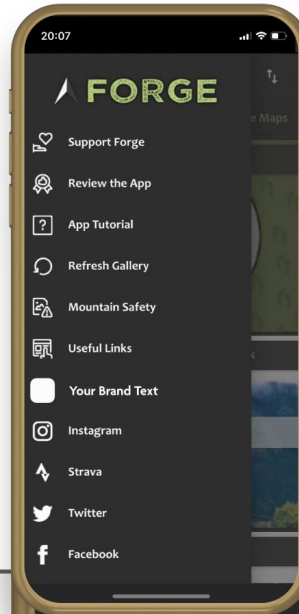


Menu Item

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

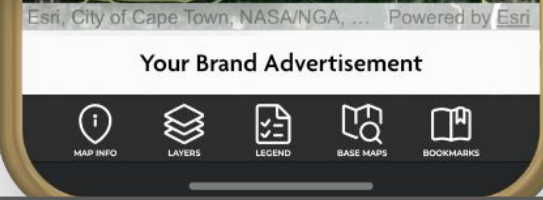
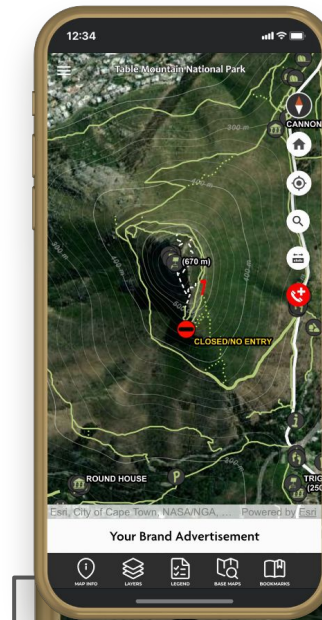


Map Banner

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

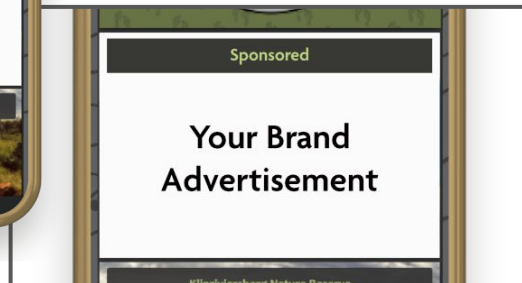


Create your own customizable map which includes a map title, thumbnail and URL click-through link.

Ad Specs

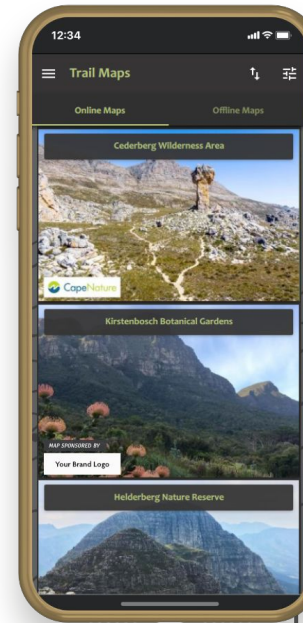
Thumbnail dimension: 380 x 380

Title character limit: 50



Map Sponsorship

CODE: #3 | R800.00 for 3 months

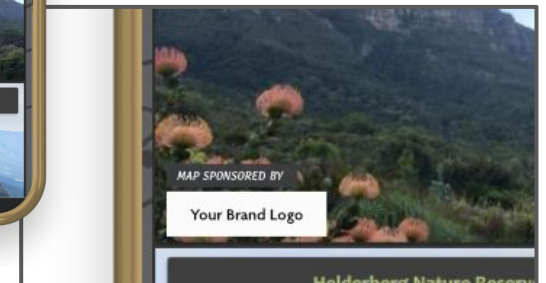


Display your company logo on a map thumbnail in the Trail Maps gallery.

Ad Specs

Max width: 200

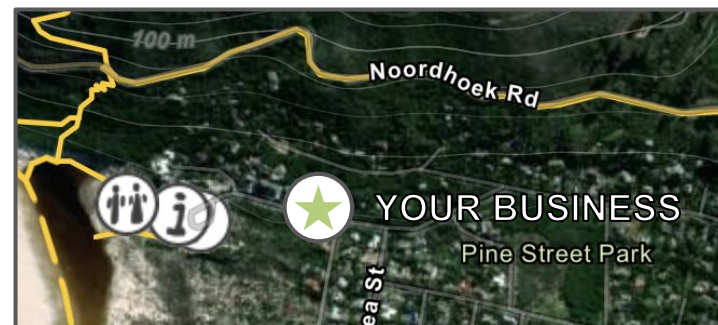
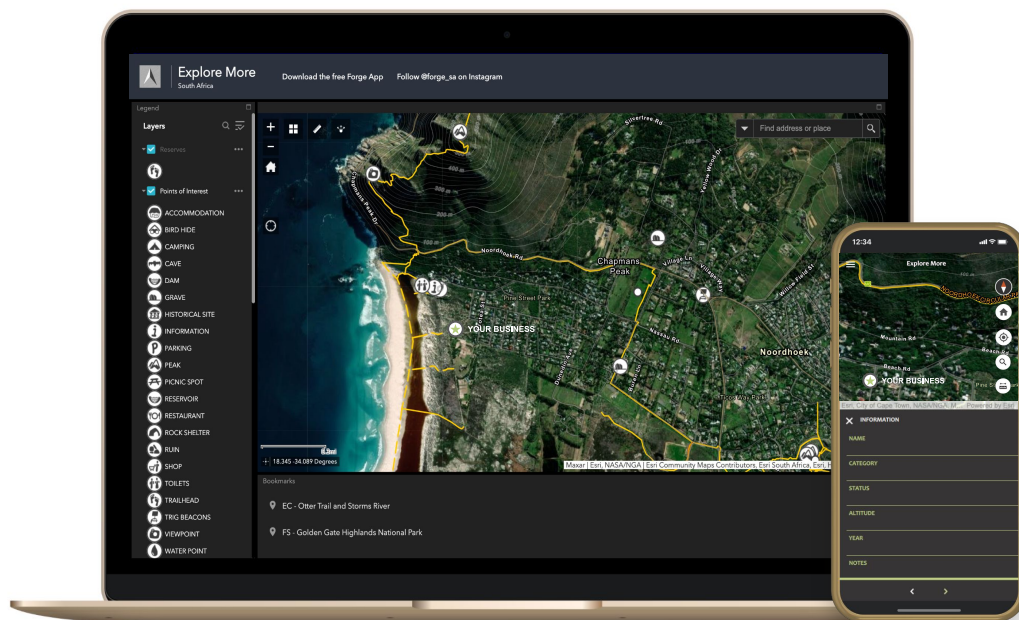
Max height: 55





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



EXPLORE WITH CONFIDENCE

Enquiries: alex@forgesa.com

