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: 20,542
Google Play Store: 11,234
Apple App Store: 9,218

Monthly Map Views
Total: 8,088
Web Maps: 6,378
Forge App: 1,710

App Install Base
Total: ± 4,892
Android: 2,647
Apple: ± 2,245

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: ± 1,342
Android: 726
Apple: ± 616

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 30 May 2022.
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.

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

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

**Ad Specs**
- **Loading Page**
  - Dimension: 380 x 380
- **Menu Item**
  - Dimension: 48 x 48
  - Colour: White
  - Character Limit: 20
- **Map Banner**
  - 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

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

Enquiries: alex@forgesa.com