MOBILE APP ADVERTISING CATALOGUE

UPDATED: 1 October 2021

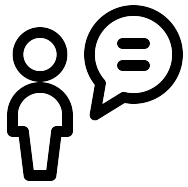Download on the **App Store**

GET IT ON **Google Play**

www.forgesa.com   info@forgesa.com
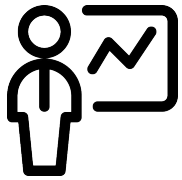
CONTENTS

FORGE

ABOUT US

Forge is a mapping and geospatial solutions company.

Our primary focus is the free Forge App: a South African digital trails map mobile application that supplies outdoor enthusiasts with hand curated and highly accurate digital hiking maps from around South Africa.

Find out more on the '**About Us**' page on our website.

MOBILE APP STATISTICS

App Downloads

Apple App Store: **7 154**

Google Play Store: **8 955**

Total: **16 109**

Avg. Monthly Active Users*

Active User = Device with at least one session over a 28-day period.
This also reflects the number of unique impressions.

Apple: ± **657****

Android: **782**

Total: ± **1 439**

App Map Views

Monthly: ± **2 300**

Individual map views available on request.

*3-month rolling average.
**Extrapolated from the average 90-day opt-in rate.
Statistics correct as of 29 September 2021.

DISPLAY AD PLACEMENT OPTIONS
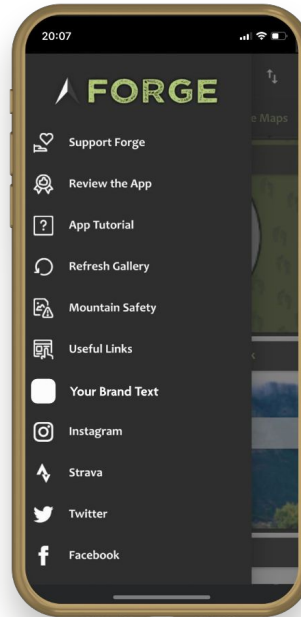
App Sponsorship Package

Loading Page

Full page banner displayed at app startup for 1 -3 seconds.

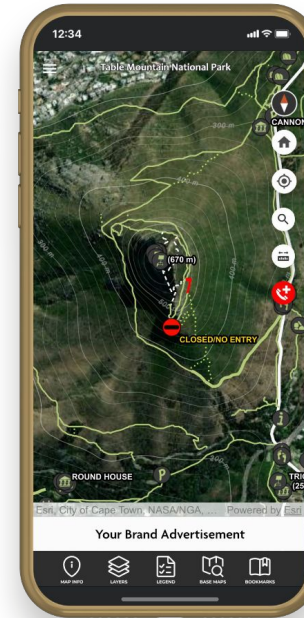**Ad Specs**

Logo dimension: 380 x 380

Menu Item

Side-menu accessible throughout the app.

Ad Specs

Symbol dimension: 48 x 48

Title Character Limit: 20

Map Banner

Display banner visible across all maps - online and offline.

Ad Specs

Banner Dimension: 900 x 150

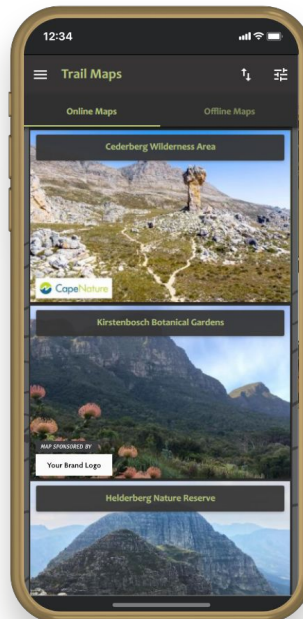Code: #1

DISPLAY AD PLACEMENT OPTIONS

Branded Map

Customizable map and thumbnail. Map can include geo-referenced POIs and description (with URLs and images)

Ad Specs

Thumbnail: 600 x 400
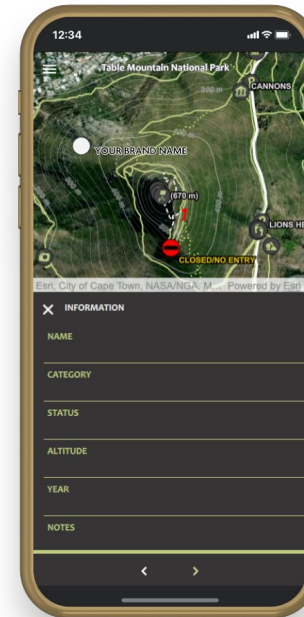
Code: #2

Map Sponsor

Logo displayed as sponsor of existing Forge map.

Ad Specs

Max logo dimension: 200 x 55

Code: #3

Map POI

Point-of-Interest placed in existing Forge Map, including customizable description (with URLs).

Ad Specs

POI dimensions: Circular, 32 x 32

Code: #4

DISPLAY AD PRICING

Item	Code	Price	Pricing Rate	Billing Period
App Sponsorship *(Loading Page + Menu Item + Map Banner)*	#1	R8 634 / 3 months or R15 541 / 6 months	2 x Avg. monthly active users x 3 months or 1.8 x Avg. monthly active users x 6 months	3 Months or 6 Months
Branded Map	#2	R2 000 setup fee (once-off) + Monthly CPM	R200 CPM	3 Months
Map Sponsorship	#3	R750 setup fee (once-off) + Monthly CPM	R180 CPM	3 Months
Map Point-of-Interest (POI)	#4	R500 setup fee (once-off) + Monthly CPM	R160 CPM	3 Months

- CPM = Cost-Per-Mile: Price per 1 000 views/impressions.
- Forge CPM is worked out on a 3-month rolling average.
    - Impressions for Branded Map (#2) and Map Sponsorship (#3) is based on Avg. monthly active users.
    - Impressions for Map Point-of-Interest (#4) are based on views of map/s where POI is hosted.

FORGE

FIND YOUR PATH. EXPLORE MORE.

Download on the App Store

GET IT ON Google Play

Get in touch: **info@forgesa.com**