



Proposal

Partner with Grey College
www.greycollege.com





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Introduction

Grey College is one of the landmarks of Bloemfontein and with its historic buildings also comes a rich history of tradition and influence. The institution however was never left behind by the ever changing environment and culture of modern day living.

Grey has a popular website, visited by international communities, and this website has been revamped the past few months. We are proud to say that the website will soon be ready for the whole world to enjoy as an informative and interactive tool and follow the progress and results of one of the world's most famous schools.

We would like to present to you an opportunity to advertise your business on the website by ways of a banner advertisement. We decided to make this opportunity available to only twelve interested parties as we would like to keep it as exclusive as possible to ensure maximum return on your investment.

It is important to note that the price tags associated with the advertising spaces will only be relevant for the next 12 months (starting 1 May) after which time the prices will be amended. The opportunity offers the benefit to be first in line for future renewals and to be part "own" an exclusive advertising space which will be in high demand in the near future.



Target Audience

Grey College has a huge fan base amongst Old Greys right across the world, and here are a few statistics regarding who you will be reaching:

Grey College Parents	5000 parents
Grey College Reunie members	6000 members
Grey College Competitors	2000 per school (includes parents and scholars per interschools activity)
Newspapers and Media	
Business Partners of Grey College	
Corporate Sponsors of Grey College	

LSM of the website visitors

Visitors to the site as mentioned above fall in the Living Standards Measurements levels ranging between 8 and 10, which puts our visitors at the top end of the income groups, both locally, nationally and internationally.

Depending on the service or product you want to advertise on our website it is good to know that people with the proper buying power are viewing your advertisement.

The website will have newsworthy articles on its blog on a regular basis which will be of interest to all members of the Grey family.



Advertising Options & Allocation of your advertisement

OPTION 1

Landing page (www.greycollege.com)

Top right-hand side of the website.

Cost: R1000.00 per month for 12 months

OPTION 2

Landing page (www.greycollege.com)

Bottom Right hand side of the website.

Cost: R500.00 per month for 12 months

OPTION 3

Grey College Blog (<http://blog.greycollege.com>)

Top Right hand side of the blog.

Cost: R250.00 per month for 12 months

Additional Benefits

The Grey College Reunie has a strong database and landing page sponsors will be mentioned and their banners be added in a document that we will send to all our members around the world once every six months. Each Sponsor will also get two opportunities per annum to advertise them in the form of an article on the Grey College blog.

We hope that the above will be of interest to you. Please let us know if you need more information.

Kind regards

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Grey College Reunie

www.greycollege.com