

PACKAGES	 PRICE	 SOCIAL MEDIA	 NEWSLETTER	 WEBSITE
'THE WORKS'	R8,000	✓ 2x FB + 2x IG posts (min 75K views*) 1x CapeMarkets Reel + Reel collaboration tag + IG Story feature	✓ 2 editions (‘Save the Date’ + ‘Market Spotlight’ (priority placement))	✓ Featured Event on Home Page + What’s On + Relevant Category
'MAXIMUM EXPOSURE'	R6,000	✓ 2x FB + 2x IG posts (min 50K views*)	✓ 2 editions (‘Save the Date’ + ‘What’s On’)	✓ Featured Event on Home Page + What’s On + Relevant Category
'SPREAD THE WORD'	R3,600	✓ 2x FB + 2x IG post (min 25K views*)	✓ 1 edition (‘What’s On’)	✓ Featured Event on What’s On + Relevant Category
'THE ESSENTIALS'	R2,000	✓ 1x FB + 1x IG post (min 20K views*)	✓ 1 edition (‘What’s On’)	✓ Featured Event on What’s On + Relevant Category
'THE SHOUT-OUT'	R850	✓ 1x FB + 1x IG post (min 15K views*)		✓ Basic Listing

EARLYBIRD: 20% off if booked 60+ days before event date · 10% off if booked 30-59 days before event date
Social media campaigns are scheduled subject to calendar availability and are confirmed upon booking. We recommend booking at least 2-4 weeks in advance, and 6-8 weeks during peak season (October-December).

* Combined minimum views across all posts, across Facebook and Instagram. Views are guaranteed minimums - campaigns frequently exceed them.

MARKETS & FESTIVALS: PACKAGES

1. 'THE WORKS'

Our premium campaign, maximum visibility across every channel.

R8,000

Minimum
75,000 views!

SOCIAL: 2x Facebook + 2x Instagram posts + CapeMarkets Reel + Reel Collab + Story highlight

'SAVE THE DATE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 25,000 views**)

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 50,000 views**)

1x Dedicated Instagram Reel - produced and posted by CapeMarkets using your supplied imagery

1x Formal collaboration on your own market Reel, amplifying your content across both audiences

1x Instagram story feature '#highlights'

NEWSLETTER: 2 editions

1x SAVE THE DATE + 1x MARKET SPOTLIGHT (Priority placement)

WEBSITE: Featured on Home Page + What's On + Market Category

EVENT PAGE:

Event info with image/s and description of event, live links to your website and/or social media profile/s.

2. 'MAXIMUM EXPOSURE'

A strong, multi-channel campaign with wide reach.

R6,000

Minimum
50,000 views!

SOCIAL: 2x Facebook + 2x Instagram posts

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 30,000 views**)

'SAVE THE DATE':

1 x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 20,000 views**)

NEWSLETTER: 2 editions

1x SAVE THE DATE + 1x WHAT'S ON

WEBSITE: Featured on Home Page + What's On

EVENT PAGE:

Event info with image/s and description of event, live links to your website and/or social media profile/s.

** Combined reach of single post on Facebook and Instagram channels.

Views are guaranteed minimums – campaigns frequently exceed them.



SOCIAL CAMPAIGNS

Social posts are limited to ensure quality and excellent reach. Our campaigns are carefully-crafted and well-targeted (by location and demographics) to give you the best possible exposure for your event.



Prices valid until 31 December 2026



75k+



28k+



16k+

hello@capemarkets.co.za

MARKETS & FESTIVALS: PACKAGES

3. 'SPREAD THE WORD'

Two-stage promotion with advance notice and event feature.

Minimum
25,000 views!

R3,600

SOCIAL: 2x Facebook + 2x Instagram posts

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (boosted to reach minimum 15,000 views**)

'SAVE THE DATE':

1 x Dedicated event post on Facebook AND Instagram (boosted to reach minimum 10,000 views**)

NEWSLETTER: 1 edition

1 x WHAT'S ON

WEBSITE: What's On + Featured in Market Category

EVENT PAGE -

Event info with image/s and description of event, live links to your website and/or social media profile/s. Shows as featured on Calendar.

4. 'THE ESSENTIALS'

A solid foundation across social, newsletter and website.

Minimum
20,000 views!

R2,000

SOCIAL: 1x Facebook + 1x Instagram post

'WHAT'S ON FEATURE':

1x dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 20,000 views**)

NEWSLETTER: 1 edition

1 x WHAT'S ON

WEBSITE: What's On + Relevant Category

Featured in What's On and in Relevant Category.

Event info with image/s and description of event, live links to your website and/or social media profile/s.

** Combined reach of single post on Facebook and Instagram channels.
Views are guaranteed minimums – campaigns frequently exceed them.



SOCIAL CAMPAIGNS

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75k+



28k+



16k+

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MARKETS & FESTIVALS: PACKAGES

6. 'THE SHOUT-OUT'

A quick, budget-friendly social boost.

Minimum
15,000 views!

R850

SOCIAL: 1x Facebook + 1x Instagram post

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 15,000 views**)

NEWSLETTER:

Not included

WEBSITE: Basic Listing

Basic listing on What's On, so your event has a home to link to.



SOCIAL CAMPAIGNS

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Prices valid until 31 December 2026

** Combined reach of single post on Facebook and Instagram channels.
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