

# SCIENCE SPAZA

MEDIA KIT 2018

SCIENCE SPAZA IS TALKING  
TO OUR FUTURE LEADERS

ARE YOU?

[WWW.SCIENCESPAZA.ORG](http://WWW.SCIENCESPAZA.ORG)



**///** Ours is a disadvantaged rural school located in one of the poorest communities of the Eastern Cape. The school is community-built and has no science or computer laboratory.

Science Spaza has caused a tremendous improvement in learner performance and love of science. The practicals have made lessons more interesting and easily understood; promoting independent thinking and boosting self-esteem, while decreasing shyness and dependency.

Learners now live science, as they notice that science is all around them. **///**

**N.E. Madikane, Science educator,  
Gqira Science Spaza**

Science Spaza delivers exciting, curriculum-linked learning opportunities to a network of self-initiated science clubs and science centres across South Africa.

Science Spaza improves science literacy, develops entrepreneurial skills and empowers young people to make a positive difference through science, technology, engineering, mathematics and innovation.

**By partnering with Science Spaza, you can make a positive contribution to science, technology, and innovation in South Africa.**

*"Less than 5% of South African schools have a functional science laboratory. Many learners struggle due to a lack of STEM learning resources and poor teacher support, with the biggest load being carried by learners in rural areas."*

**(Equal Education)**

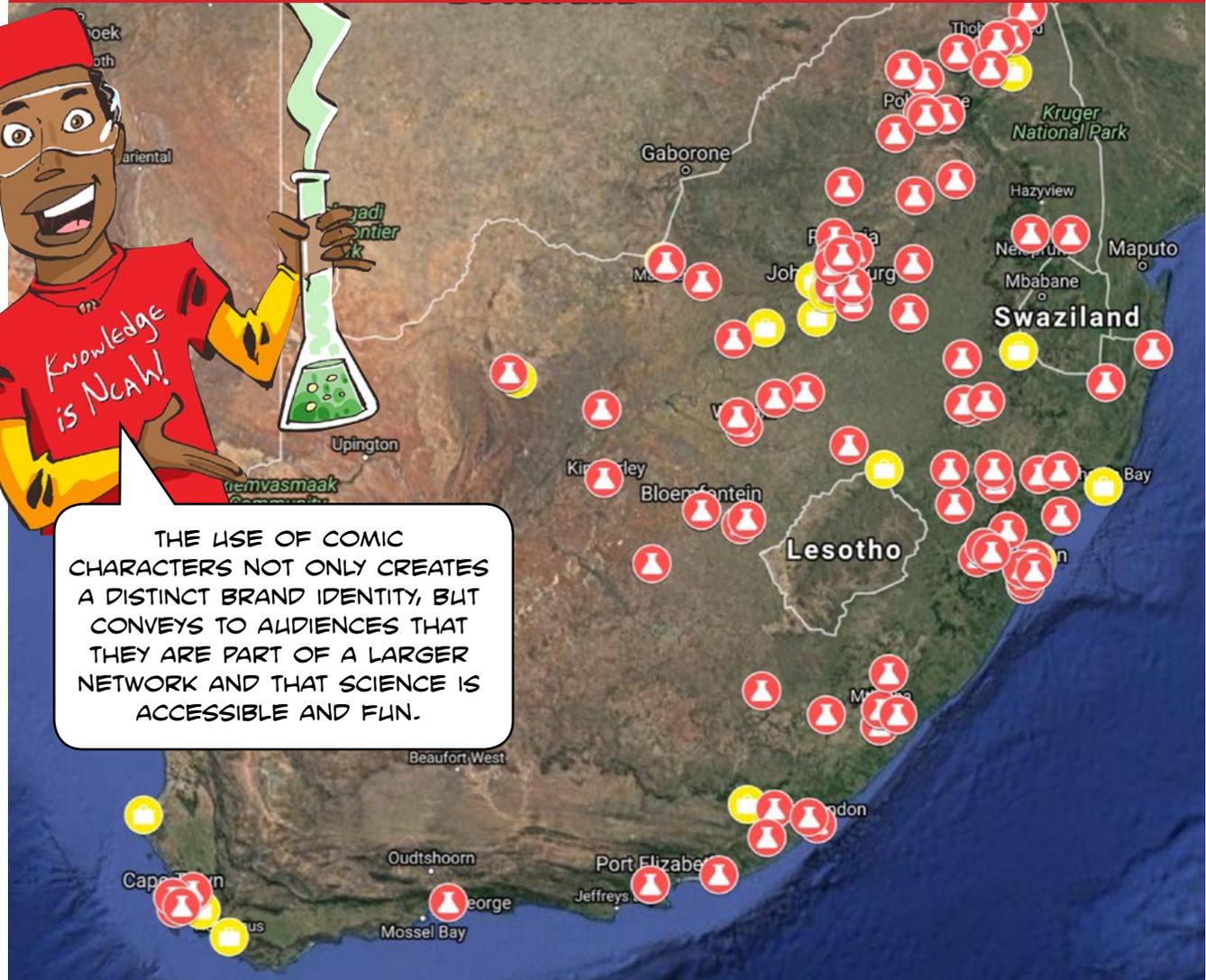


Science Spaza reaches thousands of young science minds via couriered print publications, our website, social media channels, WhatsApp and telephone.

## THE SCIENCE SPAZA CLUB NETWORK



THE USE OF COMIC CHARACTERS NOT ONLY CREATES A DISTINCT BRAND IDENTITY, BUT CONVEYS TO AUDIENCES THAT THEY ARE PART OF A LARGER NETWORK AND THAT SCIENCE IS ACCESSIBLE AND FUN.



# PARTNERSHIP OPPORTUNITIES



## Activity Worksheets

Science Spaza activity worksheets are interactive, curriculum-linked, and fun. They result in lengthy engagement by the next generation of scientists, entrepreneurs and business leaders.

Activity worksheets are created around your key messages by our highly experienced team. Additional copies or print files can be arranged for your own outreach activities.



## Events and Activations

Hip Hop Science Spaza is an exciting engagement initiative in which learners, scientists and musicians collaborate to create rap song around your area of science, distributed on various digital platforms.

Science Shows, Career Expos and Competitions are facilitated by the Science Spaza team and can be customised to your brand and messaging requirements.



## Spaza Space

Spaza Space is the official newspaper of the Science Spaza programme, linking clubs to one another and to the broader science sector. 10 000 copies of this quarterly paper are delivered free of charge to science centres and clubs nationally.

Spaza Space is an opportunity to reach young engaged audiences with advertising and advertorial, or even an entire themed publication.



## Brand Ambassadors

The Science Spaza Ambassador programme supports young professionals in science fields to share their experiences with learners. They role-model what can be achieved through hard work, dedication and their passion for exploration and discovery.

Science Spaza Ambassadors are selected from amongst corporate and research organisations. Get your young researchers on board.

# MEDIA RATES

## Spaza Space

Print Advertising and Advertorial



### Double Page Spread

382mm x 530mm  
R 27 500 excl. VAT



### Full Page

382mm x 265mm  
Back Cover - R 19 500 excl. VAT  
Editorial - R 18 250 excl. VAT



### Half Page

190mm x 265mm  
R 9250 excl. VAT



### Quarter Page

130,5mm x 265mm  
R 5500 excl. VAT

## Website

(rates per month)  
Advertorials, Editorial, Competitions,  
Banner Adverts, Event Listings

### Banner Ad

920 x 370 pixels  
R 1 200 excl. VAT

### Sidebar Ad

300 x 480 pixels  
R 850 excl. VAT

### Article

(up to 300 words)  
R 1 500 excl. VAT

## Social Media

(Twitter, Facebook & Instagram)

### Price per Post:

R350 per channel, R 800 all channels

## YouTube Video

Increase engagement with  
the addition of a video. Rates  
based on length and production  
considerations.

**Advertise your events  
for free on the  
Science Spaza website.**

## Activity Worksheets

Development cost, printing and  
distribution for 10 000 copies:  
R55 000 excl. VAT

## Events & Activations

Rates tailored according  
to specific budget and needs

CUSTOM TAILOR-MADE  
PACKAGES TO YOUR  
BUDGET.



## Sales

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