

The OPA restructures

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Representative bodies are often synonymous with unfinished business. Not the Online Publishers Association. The proactive OPA, who recently opened their doors to advertising agencies, recognising the integral role they play in growing the online arena, have now restructured their association to allow emerging online business a constructive role in this dynamic industry.

The most fundamental structural change the OPA has made is the amendment of the full membership requirements. Full membership is now extended to online businesses of any size whose primary purpose is to attract and monetise an online audience.

In line with this change, the OPA has amended the fee structure to allow smaller sites to join. New members will fall into the self-regulated tiered structure based on annual revenue bands.

| | |
|------------|------------------------|
| < R2m | OPA membership is free |
| R2m to R4m | R10k per annum |
| R4m | R20k per annum |

There will still be a separate fee for Nielsen's measurement, and the OPA has secured this at a heavily discounted rate to accommodate small players.

Each member will qualitatively fall under one of the following categories on the OPA website; New entrants; Up and Coming; Established; and, Large.

These structural changes to the association are imperative if the OPA wishes to appeal to the new generation of online businesses and grow the online industry as a whole. Nikki Cockcroft, Primedia Online CEO, and head of marketing for the OPA adds, "The new member structure will give smaller publishers as well as associated online companies the opportunity to be a part of an association that benefits both the members and the industry. This initiative will add serious critical mass to the OPA's drive to growing the online industry as a whole."

For more information on OPA and on becoming a member, please contact Theresa Vitale on 011 454 3534, or email her on

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