

Attention to,  
 The Managing Director  
 Or  
 Media Communications Specialist / P.R.O. / Marketing Manager.

Dear Sir/Madam,

## Re: Social Media Pages, Videos + Websites Advertising.

Nation Media Group Ltd - <https://www.nationmedia.com/>,  
 The Daily Monitor Newspaper: [www.monitor.co.ug](http://www.monitor.co.ug);  
 The East African Newspaper: <https://www.theeastafrican.co.ke/>,  
 Enyanda Newspaper – **Sports Newspaper** targeting Sports Fraternity.  
 The East African Community Region – **E.A.C**: <https://www.eac.int/>;

### Social Media Videos: (Numbers of Subscribers / Followers as of March 2023)

No	Description 18% Ugandan VAT Inclusive  (Numbers of Subscribers / Followers as of March 2023)	Rate Per Month USD 18% Ugandan VAT Inclusive	Period it Stay there & then moved into archives if payment is not renewed	How to <b>Check / Prove</b> for actual number of followers/ fans/ subscribers & samples videos/content
1	Video / Playlist on Face Book (1-3 Minutes) <i>(Any Page - NTV Television, Spark Television, Daily Monitor Newspaper, The East African Newspaper, 93.3 K FM, 90.4 Dembe FM)</i>	500USD Per Month on <b>one Specific Page</b> say Daily Monitor Face Book Page	1 Month	<i>Face Book/Daily Monitor – Uganda</i>
2	Video / Playlist on NTV You Tube (1-3 Minutes)	300USD Per Month	1 Month	<i>You Tube/NTV Television – Uganda</i>
3	Video/Playlist on 93.3 K FM, You Tube (15-30 Seconds)	152USD	1 Month	<i>You Tube/93.3 K FM – Uganda</i>
4	<b>Video Production</b>	313USD Per Video		

### Social Media - Face Book & Twitter **Sharing**. (Numbers of followers as of March 2023)

No	Description 18% Ugandan VAT Inclusive	Rate Per Month USD 18% Ugandan VAT Inclusive	Period it Stay there & then moved into archives if payment is not renewed	How to Check / Prove for actual number of followers/ fans/ subscribers & samples videos/content
1	Face Book <b>Shares</b> <i>(Any Page - NTV Television, Spark Television, Daily Monitor</i>	150USD Per Share (Per	1 Month	<i>Face Book/Daily Monitor – Uganda</i>

	<i>Newspaper, The East African Newspaper, 93.3 K FM, 90.4 Dembe FM)</i>	Month) – <b>One Specific Page</b>		
2	Twitter <b>Shares</b> ( <i>Any Page - NTV, Spark, Daily Monitor Newspaper, The East African Newspaper, 93.3 K FM, 90.4 Dembe FM)</i>	100USD Per Share (Per Month)	1 Month	<i>Twitter/Daily Monitor – Uganda</i>
3	<b>Video Production / Production Costs</b>	313USD Per Video		

**NTV Television** – [www.ntv.co.ug](http://www.ntv.co.ug);

Find NTV on DSTV Channel 283 | GOtv Channel 372 | Star times Channel 226 | Azam Channel 142 | Free to air Channel 91 (**Numbers of followers as of March 2023**)

Type of Social Media	Numbers of Visitor Per Month ( <b>Number of followers as of March 2023</b> )	Cost Per Post		Recommended <b>different</b> Posts Per Month	How to <b>Prove/Check</b> for actual number of followers/fans/subscribers & samples videos/content
		Ugandan Shillings	USD		
Face Book Page	Over 1,561,801	72,000/=	23	<b>4 different</b> Posts Per Month x 72,000 = <b>288,000/= or 90USD</b>	<i>Face Book/NTV Television - Uganda</i>
Twitter	Over 1,900,000	72,000/=	23	Same	<i>Twitter/NTV Television - Uganda</i>
You Tube ( <b>Videos &amp; Posts</b> )	Over 938,000	72,000/= <b>Post</b>	23	Same	<i>You Tube/NTV Television - Uganda</i>
Instagram	Over 573,000	72,000/=	23	Same	<i>Instagram/NTV Television - Uganda</i>
<b>Video Production / Production Costs</b>		313USD Per Video			

**Spark Television** – [www.spark.co.ug](http://www.spark.co.ug);



Find Spark Television on DSTV Channel 285 | GOtv Channel 390 | Startimes Channel 272 | Azam Channel 142 | Free to air Channel 09 | ZZuku Channel 50 **(Numbers of followers as of March 2023)**

Type of Social Media	Numbers of Visitor Per Month.  (Numbers of followers as of March 2023)	Cost Per Post		Recommended different Posts Per Month	How to Prove/Check for actual number of followers/ fans/ subscribers & samples videos/content
		Ugandan Shillings	USD		
Face Book Page	Over 1,436,035	72,000/=	23	4 different Posts Per Month x 72,000 = <b>288,000/= or 90USD</b>	Face Book/Spark Television - Uganda
Twitter	Over 126,000	72,000/=	23	Same	Twitter/Spark Television - Uganda
You Tube (Videos & Posts)	Over 203,300	72,000/= Post	23	Same	You Tube/Spark Television - Uganda
Instagram	Over 203,200	72,000/=	23	Same	Instagram/Spark Television - Uganda
Video Production / Production Costs		<b>313USD Per Video</b>			

The Daily Monitor Newspaper – [www.monitor.co.ug](http://www.monitor.co.ug); - Over 4,000,000 Visitors per Month (Numbers of followers as of March 2023)

Type of Social Media	Numbers of Visitor Per Month.  (Numbers of followers as of March 2023)	Cost Per Post		Recommended different Posts Per Month	How to Prove/Check for actual number of followers/ fans/ subscribers & samples videos/content
		Ugandan Shillings	USD		

Face Book Page	Over 1,545,910	72,000/=	23	<b>4 different Posts Per Month x 72,000 = 288,000/= or 90USD</b>	<i>Face Book/Daily Monitor Newspaper - Uganda</i>
Twitter	Over 1,500,000	72,000/=	23	Same	<i>Twitter/Daily Monitor Newspaper - Uganda</i>
You Tube (Videos & Posts)	Over 386,000	72,000/= Post	23	Same	<i>You Tube/Daily Monitor Newspaper - Uganda</i>
Instagram	Over 141,000	72,000/=	23	Same	<i>Instagram/Daily Monitor - Uganda</i>
Video Production / Production Costs		<b>313USD Per Video</b>			

**The East African Newspaper – <https://www.theeastfrican.co.ke/> - Over 3,000,000 Visitors per Month (Numbers of followers as of March 2023)**

Type of Social Media	Numbers of Visitor Per Month.  (Numbers of followers as of March 2023)	Cost Per Post		Recommended different Posts Per Month	How to Prove/Check for actual number of followers/ fans/ subscribers & samples videos/content
		Ugandan Shillings	USD		
Face Book Page	Over 50,000	72,000/=	23	<b>4 different Posts Per Month x 72,000 = 288,000/= or 90USD</b>	<i>Face Book/the east African newspaper</i>
Twitter	Over 380,000	72,000/=	23	Same	<i>Twitter/the east African newspaper</i>

You Tube (Videos & Posts)	Over 386,000	72,000/= Post	23	Same	<i>You Tube/the east African newspaper</i>
Instagram	Over 3,000	72,000/=	23	Same	<i>Instagram/the east African newspaper</i>
Video Production / Production Costs		313USD Per Video			

**93.3 K FM – [www.kfm.co.ug](http://www.kfm.co.ug); - Listen Live. (Numbers of Subscribers / followers as of March 2023)**

Type of Social Media	Numbers of Visitor Per Month.  (Numbers of followers as of March 2023)	Cost Per Post		Recommended different Posts Per Month	How to Prove/Check for actual number of followers/ fans/ subscribers & samples videos/content
		Ugandan Shillings	USD		
Face Book Page	Over 590,062	72,000/=	23	<b>4 different Posts Per Month x 72,000 = 288,000/= OR 90USD</b>	<i>Face Book/93.3 K FM - Uganda</i>
Twitter	Over 180,007	72,000/=	23	Same	<i>Twitter/93.3 K FM - Uganda</i>
You Tube (Videos & Posts)	Over 386,000	72,000/= Post	23	Same	<i>You Tube/93.3 K FM - Uganda</i>
Instagram	Over 115,000	72,000/=	23	Same	<i>Instagram/93.3 K FM - Uganda</i>
Video Production / Production Costs		313USD Per Video			

**90.4 Dembe FM – [www.dembefm.co.ug](http://www.dembefm.co.ug); - Listen Live. (Numbers of Subscribers / Followers as of March 2023)**

Type of Social Media	Numbers of Visitor Per Month.  (Numbers of followers as of March 2023)	Cost Per Post		Recommended different Posts Per Month	How to <b>Prove / Check</b> for actual number of followers/ fans/ subscribers & samples videos/content
		Ugandan Shillings	USD		
Face Book Page	Over 112,000	72,000/=	23	<b>4 different</b> Posts Per Month x 72,000 = <b>288,000/= or 90USD</b>	<i>Face Book/90.4 Dembe FM - Uganda</i>
Twitter	Over 336,000	72,000/=	23	Same	<i>Twitter/90.4 Dembe FM - Uganda</i>
You Tube (Videos & Posts)	Over 386,000	72,000/= Post	23	Same	<i>You Tube/90.4 Dembe FM - Uganda</i>
Instagram	Over 115,000	72,000/=	23	Same	<i>Instagram/90.4 Dembe FM - Uganda</i>
<b>Video Production / Production Costs</b>		313USD Per Video			

**Daily Monitor Newspaper Website Banners** (The Websites receives over 4,000,000 Visitors per Month) the rates includes 18% Ugandan VAT inclusive

Position		Description	Advert Size (Pixels)	Ugandan Shillings per Month. 18% VAT inclusive	USD per Month 18% VAT inclusive
Home Page		Video Small Square	200 x 200	1,800,000	563USD
Home Page		Photo Small Square	200 x 200	1,500,000	469USD
Article Leaderboard		Bottom Banner	728 x 90	1,800,000	563USD
<b>Native Advertising</b>		Content only	1 Page	7,000,000	2,188USD

		Content & Videos (1-30 Seconds)	1 Page	9,500,000 per Month	2,969
--	--	---------------------------------	--------	---------------------	-------

### WEBSITE ADVERTISING.

[www.ntv.co.ug](http://www.ntv.co.ug); NTV Television

Our website is one of the most visited Ugandan websites, with an average of **500,000 page visits a month**, while our You Tube channel is the most visited in Uganda with over **2.8 million views** a month.

- Our content is the most referred to and searched Video content in Uganda on popular search engines (Yahoo and Google).
- 52% of visitors to the site are from Uganda and the rest from over 80 countries.

[www.monitor.co.ug](http://www.monitor.co.ug) – The Daily Monitor Newspaper

• It is the most visited Ugandan website, with over 4 million visits a month, and the most referred to for Ugandan content by popular search engines (Yahoo and Google) plus online news sites.

- 55% of visitors to the site are from Uganda and the rest from over 80 countries.

[epaper.nationmedia.com/ug/](http://epaper.nationmedia.com/ug/)

[Epaper.nationmedia.com/ug/](http://epaper.nationmedia.com/ug/),

- Daily Monitor e-paper is an online version of the Daily Monitor print copy; it is exactly what the paper looks like in hard copy.
- The e-paper's readership is growing daily and is a competitive platform online to advertise and target a new generation of customers.

[www.sqoop.co.ug](http://www.sqoop.co.ug),

If you want entertainment stories, fashion and features of inspiring young people making it in life, then Sqoop is the website to visit. It is a site that focuses on the youth and provides breaking entertainment news, interesting columnists as well as the latest gossip in town.

- It provides information on where one can hang out.
- It also tells the stories of how young people are doing business and succeeding in their careers with over 198, 024 visitors a monthly

[www.kfm.co.ug](http://www.kfm.co.ug); - 93.3 K FM

Listen to your favourite presenter, breaking news, and talk-show programmes online on [www.kfm.co.ug](http://www.kfm.co.ug). • the website provides the latest news on its live stream service.

- It is also kept updated with local and sports news, as well as entertainment stories on its website with over **32,422 visitors a month**

93.3 K FM & SQOOP RATE CARD			
Position	Advert Size (Pixels)	Ugandan Shillings – 18% inclusive	USD
<b>Home Page</b>			
Long Strip Banner	970 x 90	1,000,000	313
Square Banner	300 x 250	600,000	188
Middle Square Banner	300 x 250	400,000	125
Strip Banners	728 x 90	400,000	125



Article Page			
Long Strip Banner	200 x 200	800,000	250
Square Banner	200 x 200	500,000	156
Large Banner	300 x 600	800,000	250
Middle Strip Banner	728 x 90	400,000	125

[www.dembefm.ug](http://www.dembefm.ug) – 90.4 Dembe fm

Dembe FM is a website in one of Uganda’s most spoken local languages, Luganda. The website has a live stream service with which one can listen to all the programmes carried on the radio, with just a click. The website is regularly updated with news stories with over **6,241 visitors a month**.

[www.mywedding.co.ug](http://www.mywedding.co.ug) – Magazine

- The website is the go to place for all those looking to hold a kwanjula, wedding and everything in between.
- It provides tips, advice and ideas on wedding gowns and décor to cakes and honeymoon resorts.
- It also has stories of couples and how they were able to pull off their wedding successfully.
- It is the google of weddings with over **92,341 visitors a month**

<b>WEDDING ONLINE RATE CARD (Magazine)</b>			
Position	Advert Size (Pixels)	Ugandan Shillings – 18% inclusive	USD
<b>AVAILABLE SLOTS</b>			
<i>Top Leader Board, Middle Square Banner, Middle Strip Banner, Article Square Banner, Article Top Leader Board, Article Strip Banner, Banners on the Inside Pages, Sponsored Articles</i>			
<b>Home Page</b>			
Long Strip Banner	970 x 90	800,000	250
Square Banner	300 x 250	400,000	125
Middle Square Banner	300 x 250	200,000	63
Strip Banners	728 x 90	200,000	63
<b>Article Page</b>			
Long Strip Banner	970 x 90	600,000	188
Top Square Banner	300 x 250	300,000	94
Middle Square Banner	300 x 250	200,000	63

Bottom Square Banner	300 x 250	200,000	63
<b>POSITIONS</b>		<b>RATE PER POST</b>	<b>RATE PER YEAR</b>
Listing			
Details & Logo			300,000 (94USD) per year
Details without a Logo			200,000 (63USD) per year
<b>SOCIAL MEDIA</b>			
Face Book Post	50,000 per month		
Twitter Post	50,000 per month		
An article			350,000 (109USD) per year

For booking purposes, please contact us;

**Harunah Kisirinya Kiyemba** - Business Manager |Nation Media Group-(NMG) - Mobiles – What's app: + 256 782046118|+256 702 359200 - Email: [hkisirinya@ug.nationmedia.com](mailto:hkisirinya@ug.nationmedia.com), [harunahkisirinya@gmail.com](mailto:harunahkisirinya@gmail.com),

Yours Respectfully,



Effumbi. G.B. Lwanga

Telephone Mobile - Airtel - **Uganda:** What's app: **+256 702 916 490**, Airtel - **Uganda:** **+256 757 424522**, MTN – **Uganda:** +256 787 424522

Emails: [elwanga@ug.nationmedia.com](mailto:elwanga@ug.nationmedia.com); [effumbi@gmail.com](mailto:effumbi@gmail.com); [boloongo@gmail.com](mailto:boloongo@gmail.com);

Business Executive.

Nation Media Group Ltd - <https://www.nationmedia.com/>,