

VAT No. 13823-F
 TIN. 1000026036

Date

PROFORMA	Ship To
Attention to, The Managing Director Or Media Specialist Manager / P.R.O. / Marketing Manager	MONITOR PUBLICATIONS LTD (Number of Subscribers as of March 2023)

Quantity	Description	Rate Ugandan Shillings 18% VAT Inclusive	Number (Two different Posts)	Amount in Ugandan Shillings 18% VAT Inclusive	Net Amount In Ugandan Shillings 18% VAT Inclusive
1	NTV Face Book (Over 1,561,801 Subscribers as of March 2023)	72,000 (23USD)	2	144,000 (46USD)	144,000
2	NTV Twitter (Over 1,900,000 Subscribers)	72,000	2	144,000	144,000
3	NTV Instagram (Over 573,000 Subscribers)	72,000	2	144,000	144,000
4	Spark TV Facebook (Over 1,436,035 Subscribers)	72,000	2	144,000	144,000
5	Spark TV Instagram (Over 203,200 Subscribers)	72,000	2	144,000	144,000
6	Spark TV Twitter (Over 126,000 Subscribers)	72,000	2	144,000	144,000
7	Daily Monitor Face Book (Over 1,545,910 Subscribers)	72,000	2	144,000	144,000
8	Daily Monitor Twitter (Over 1,500,000 Subscribers)	72,000	2	144,000	144,000

9	Daily Monitor Instagram (Over 141,000 Subscribers)	72,000	2	144,000	144,000
10	The East African Newspaper Facebook Page (Over 50,000 Subscribers)	72,000	2	144,000	144,000
11	The East African Twitter Page (Over 380,000 Subscribers)	72,000	2	144,000	144,000
12	The East African Instagram Page (Over 3000 Subscribers)	72,000	2	144,000	144,000
13	93.3 K FM Face Book (Over 590,062 Subscribers)	72,000	2	144,000	144,000
14	93.3 K FM Twitter (Over 180,007 Subscribers)	72,000	2	144,000	144,000
15	93.3 K FM Instagram (Over 115,000 Subscribers)	72,000	2	144,000	144,000
16	90.4 Dembe FM Face Book (Over 112,000 Subscribers)	72,000	2	144,000	144,000
17	90.4 Dembe FM Twitter (Over 336,000 Subscribers)	72,000	2	144,000	144,000
				SUB TOTAL PER MONTH	2,448,000/= Per Month
VIDEOS					
18	NTV You Tube – Play List Video (1-3 Minutes)	300USD Per Month	1		300USD Per Month
19	Video on Face Book (1-3 Minutes)	500USD Per Month	1		500USD Per Month
20	Face Book Shares (Video)	150USD Per Month			150USD Per Month

21	Twitter Share (Video) (1-3 Minutes)	100USD Per Month			100USD Per Month
22	Video Production Cost (1-3 Minutes) or (1-5 Minutes)	313USD Per Video			313USD Per Video Production Cost

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

Position	Description	Advert Sizes (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	563
Home Page	Photo Small Square	200 x 200	1,500,000	469
Article Leaderboard	Bottom Banner	728 x 90	1,800,000	563
Native Advertising	Content only	1 Page	7,000,000	2,188
	Content & Videos (1-30 Seconds)	1 Page	9,500,000 per Month	2,969

Note 1: The Videos/Posts stays on particular Social Media Page for One Month & if not renewed, they are moved into the archives for future viewers/fans/subscribers/followers.

Note 2: Number of Subscribers / Fans / Followers / Viewers are as of **March 2023**

Note 3; Effective recommended Videos are 1-3 Minutes or 1-5 Minutes.

Note 4: All the rates are **18% Ugandan VAT Inclusive**

How to prove actual Numbers/ Viewers/Followers/ Fans say on the Daily Monitor Social Media Pages? & see sample posts /Videos too?

The Daily Monitor Newspaper.

- Facebook/Daily Monitor Uganda
- Twitter/Daily Monitor Uganda
- You Tube/Daily Monitor Uganda (Videos)
- Instagram/Daily Monitor Uganda

The East African Newspaper

- Facebook/the east African newspaper
- Twitter/the east African newspaper

- g. You Tube/ the east African newspaper (Videos)*
- h. Instagram/the east African newspaper*

NTV Television Uganda:

- i. Facebook/NTV Television Uganda*
- j. Twitter/NTV Television Uganda*
- k. You Tube/NTV Television Uganda (Videos)*
- l. Instagram/NTV Television Uganda*

Spark Television Uganda:

- m. Facebook/ Spark Television Uganda*
- n. Twitter/ Spark Television Uganda*
- o. You Tube/ Spark Television Uganda (Videos)*
- p. Instagram/ Spark Television Uganda*

93.3 K FM Uganda (Radio):

- q. Facebook/ 93.3 K FM Uganda*
- r. Twitter/ 93.3 K FM Uganda*
- s. You Tube/ 93.3 K FM Uganda (Videos)*
- t. Instagram/ 93.3 K FM Uganda*

90.4 Dembe FM Uganda (Radio):

- u. Facebook/ 90.4 Dembe FM Uganda*
- v. Twitter/ 90.4 Dembe FM Uganda*
- w. You Tube/ 90.4 Dembe FM (Videos)*
- x. Instagram/ 90.4 Dembe FM Uganda*

Artworks /Adverts for Social Media can simply be adverts in PDF format, Steel Photos or images (You can design it yourself or we can do it for you at a fee)

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