

DAILY MONITOR DIGITAL

ONLINE ADVERTISING RATE CARD



OUR RATES

Daily Monitor, runs some of the largest digital assets in Africa. We can give you exposure to over 8 million page views per month across audiences in East Africa, Africa and the world. We have the largest sites in the stable of the NMG digital asset, and the following advertising options exist on our website and mobile platforms.

DAILY MONITOR WEBSITE DATA/PER MONTH



Why Should I Use Landing Pages?

A landing page is a web page that allows you to capture a visitor's information through a lead-capture form (AKA a conversion form).

A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular service, or visitors who click on a pay-per-click ad promoting your product. Creating landing pages allows you to target your audience, offer them something of value, and convert a higher percentage of your visitors into leads, while also capturing information about who they are and what they've converted on.

Sponsorship Package

The sponsorship of sections allows brands to own complete inventory of the section and comprises of 5 major elements - rich media and innovations, PR, social media, logo placements and standard and large banner ads, across the web and mobile.

Brands enjoy millions of impressions for themselves where exclusive and multiple campaigns can run simultaneously.



DAILY MONITOR WEBSITE BANNER ADVERTISING:

Banner Advertising Options & Rates:


| Position | Ad Size(Pixels) | Rate | Desktop and Mobile | | CPC cost per click | CPM cost per 1000 |
|---------------------------------|-------------------|-----------------------|-----------------------|-----------|--------------------|-------------------|
| | | | Ad size(pixels) | Rate | | |
| Home Page | | | | | | |
| Long strip Banner | 970 x 90 | 7,200,000 | 970 x 90/ 320 x 50 | 8,500,000 | \$2.50 | \$1 |
| Square banner | 300 x 250 | 3,420,000 | 300 x 250 /320 x 50 | 4,500,000 | \$2.50 | \$1 |
| Square Banner | 300 x 250 | 3,000,000 | 300 x 250 /300 x 250 | 4,000,000 | \$2.50 | \$1 |
| Leaderboard Banner | 728 x 90 | 2,500,000 | 728 x 90/ 320 x 50 | 3,500,000 | \$2.50 | \$1 |
| Belt small square | 200 x 200 | 2,160,000 | 200 x 200/ 320 x 50 | 3,200,000 | \$2.50 | \$1 |
| Video small square | 200 x 200 | 1,800,000 | 200 x 200/ 300 x 250 | 3,000,000 | \$2.50 | \$1 |
| Photo small square | 200 x 200 | 1,500,000 | 200 x 200/ 320 x 50 | 2,500,000 | \$2.50 | \$1 |
| Large Banner | 300 x 600 | 5,400,000 | 300 x 600/ 300 x 250 | 6,500,000 | \$2.50 | \$1 |
| Articles Web Page | | | | | | |
| Large Banner | 300 x 600 | 4,320,000 | 300 x 600 / 300 x 250 | 5,500,000 | \$2.50 | \$1 |
| In- Content Square | 300 x 250 | 3,600,000 | 300 x 250/ 320 x 50 | 5,000,000 | \$2.50 | \$1 |
| Right Square Banner | 300 x 250 | 3,200,000 | 300 x 250 / 300 x 250 | 4,500,000 | \$2.50 | \$1 |
| Article Leaderboard | 970 x 90 | 4,320,000 | 970 x 90 / 320 x 50 | 5,200,000 | \$2.50 | \$1 |
| Bottom Banner | 728 x 90 | 1,800,000 | 728 x 90 / 300 x 250 | 3,000,000 | \$2.50 | \$1 |
| Section Web Page | | | | | | |
| Square Banner | 300x 250/300x 600 | 1,800,000 | 300x 250/300x 600 | 3,000,000 | \$2.50 | \$1 |
| Footer Leaderboard | 300 x 250 | 1,500,000 | 300 x 250/ 300 x 250 | 2,500,000 | \$2.50 | \$1 |
| Mobile site | | | | | | |
| Strip Banner | 320 x 50 | 1,800,000 | | | \$2.50 | \$1 |
| Story Square Banner | 300 x 250 | 2,000,000 | | | \$2.50 | \$1 |
| Middle strip Banners | 320 x 50 | 1,500,000 | | | \$2.50 | \$1 |
| Video Ads | | | | | | |
| Pre- roll Video Ad | | 1,800,000 | | | \$2.50 | \$1 |
| sponsorship Package | | 5,000,000 | | | \$2.50 | \$1 |
| Social media | | | | | | |
| Face book shares | | \$150 per share | | | | |
| Twitter Shares | | \$100 per share | | | | |
| Video on Facebook | | \$500 per month | | | | |
| Native Advertising | | | | | | |
| Content only | | 7,000,000 per Article | | | | |
| Content and Videos(Max 30 sec) | | 9,500,000 per Article | | | | |
| Content Advertising | | 2,200,000 per Article | | | | |



DAILY MONITOR WEBSITE BANNER ADVERTISING:

Banner Advertising Options & Rates:



|  KFM & sQoop RATE CARD | | |
|--|-----------------|-----------|
| Position | Ad Size(Pixels) | Rate |
| Home Page | | |
| Long strip Banner | 970 x 90 | 1,000,000 |
| Square banner | 300 x 250 | 600,000 |
| Middle Square Banner | 300 x 250 | 400,000 |
| Strip banners | 728 x 90 | 400,000 |
| Article Page | | |
| Long strip banner | 200 x 200 | 800,000 |
| Square banner | 200 x 200 | 500,000 |
| Large Banner | 300 x 600 | 800,000 |
| Middle strip banners | 728 x 90 | 400,000 |

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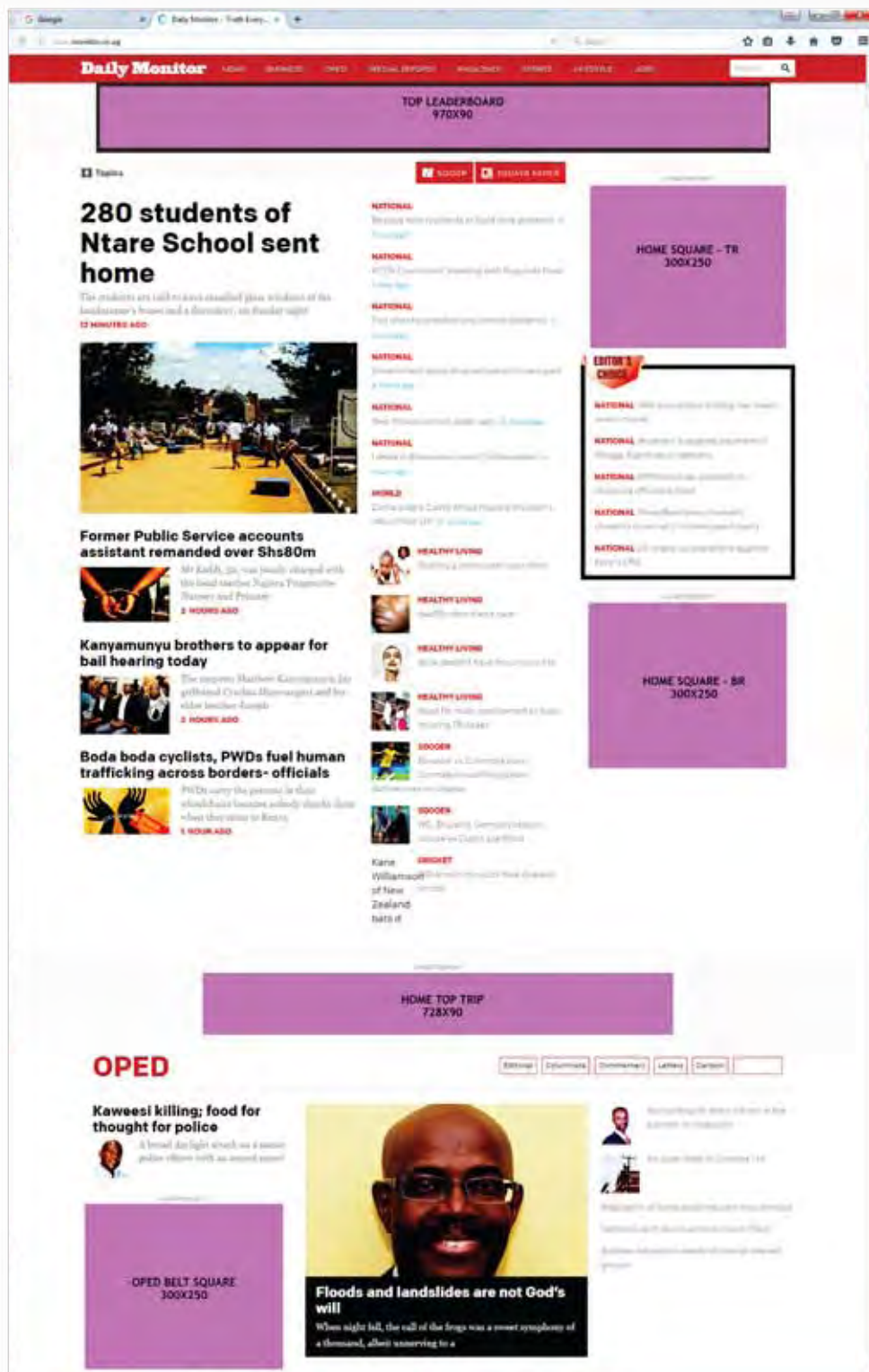
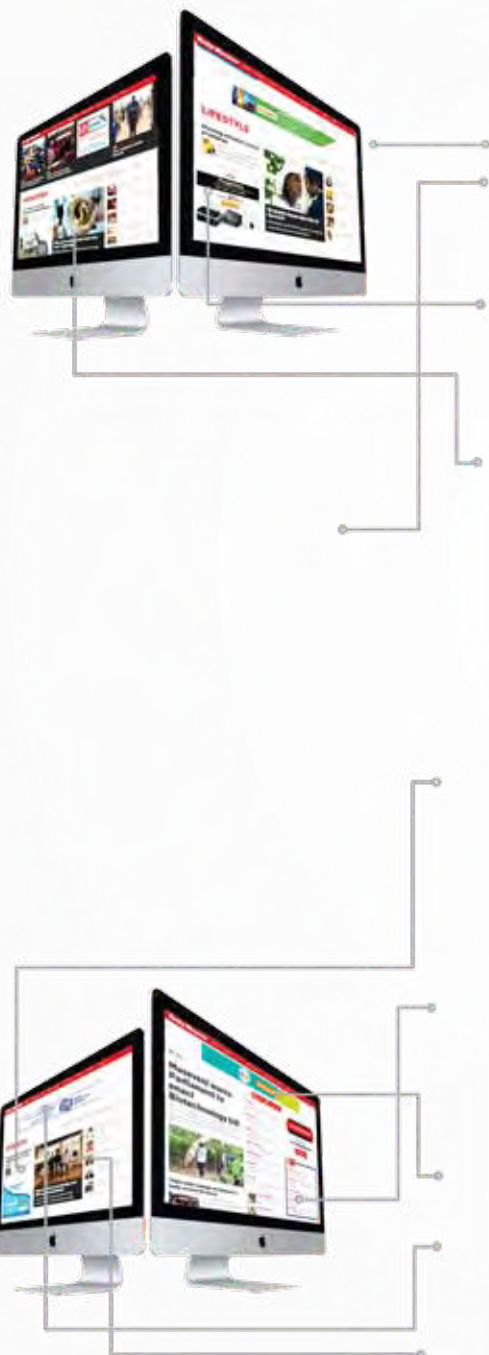
Sponsorship Package

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DAILY MONITOR WEBSITE BANNER ADVERTISING: Website Banner Advertising Positions



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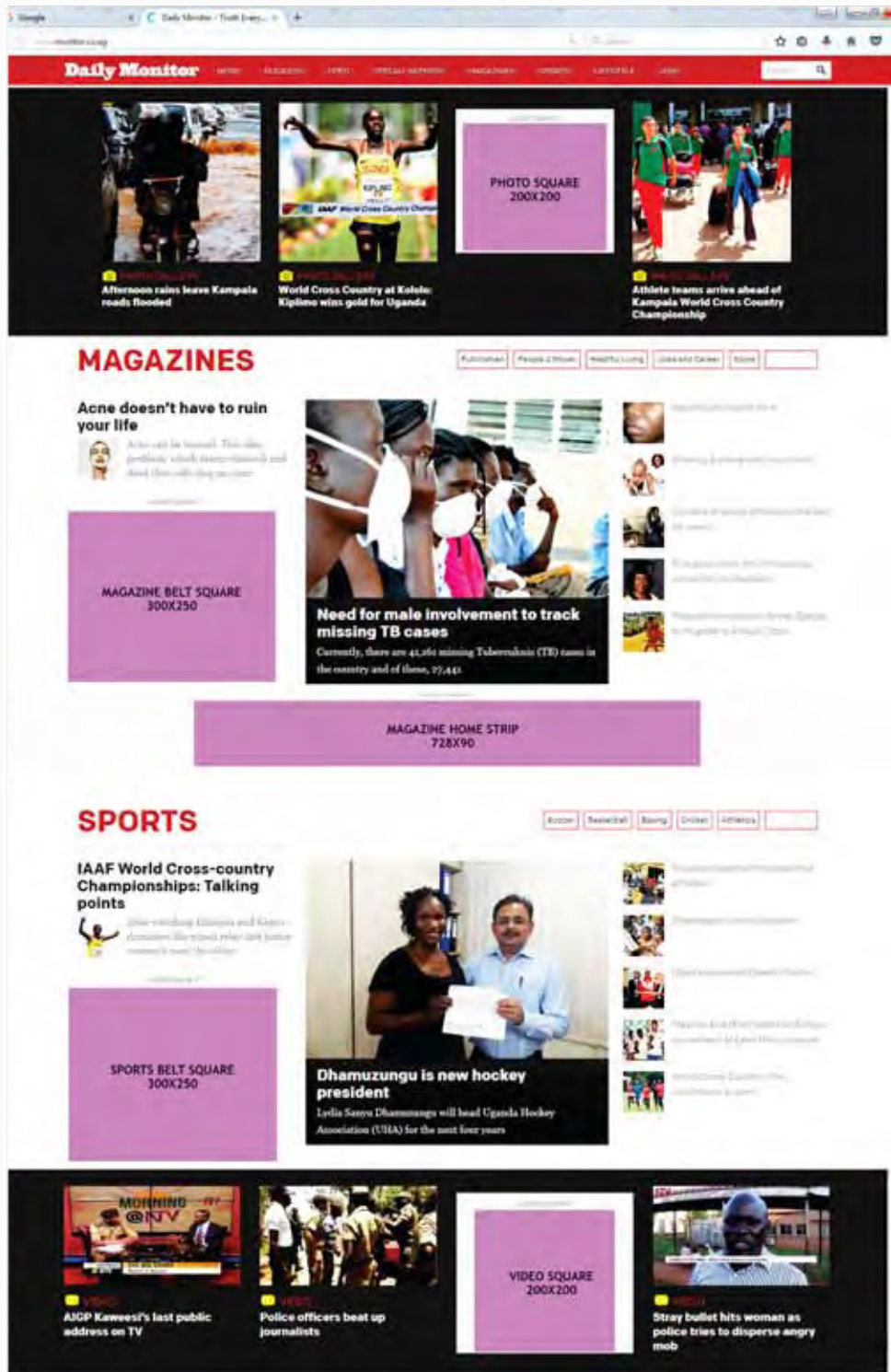
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