

OUR ADVERT RATE

PRIMEBOARD

This is a large banner which measures 970 x 90px. This will either run on top of the Home page, or immediately below the name plate. This comes at a rate of **N701,250 per month**. This is the most prime advert position.

HOMEPAGE WRAP-AROUND

This special advert is wrapped around the entire Homepage. It also displays prominently on all navigational pages. The entire HomePage is devoted solely to this advertisement. This comes at a rate of **N1,650,000 per month**.

HALF PAGE

This advert measures 300 x 920px. It can be aligned to the right or left column of the Homepage. It also displays very prominently on all navigational pages. This comes at a rate of **N618,750 per month**

RECTANGULAR PRIME

This special sized advert measures 300 x 250px and displays prominently on the right column of the Homepage and also features in all navigational pages. This comes at a rate of **N536,250 per month**.

PRIME POSITIONS

Various products, News, Business, Health, Politics, Sports, Entertainment, Video News, etc., each with its own home page, will have various prime positions available for partners to strategically position their advertisements. Sizes available include 300X60px, 970X108px, 970X460px. Apart from appearing on the frontage, your advert will also feature prominently in some of these specialised pages.

ADVERTORIAL

All advertorials will be at a rate of **N123,750 weekly**.

VIDEO PRIME POSITIONS

We shall be publishing an average of two videos per day. These will have various time runs. We invite you to take advantage of looming popularity of video news, by partnering with us either through having your logo as the back drop, identifying you as a sponsoring partner, 15 - 30 seconds adverts which plays immediately a video is clicked on, before the main content of the video is displayed, etc. Price ranges from **N500,000 to N825,000 per month**.

The NewsGuruNg Advert Rate

Ad. Type	Ad. Dimension	Ad. Spec.	Rate (N)
Prime Board	970 X 90px	Swf, Gif, Jpeg, .Png	701,250
Homepage Wrap-Around	Entire Homepage	Swf, Gif, Jpeg, .Png	1,650,000
Half Page	300 X 600px	Swf, Gif, Jpeg, .Png	618,750
Rectangular Prime	300 X 250px	Swf, Gif, Jpeg, .Png	536,250
Leader Board	728 X 90px	Swf, Gif, Jpeg, .Png	495,000
Top Banner	468 X 60px	Swf, Gif, Jpeg, .Png	495,000
Bottom Page (Full Banner)	885 X 200px	Swf, Gif, Jpeg, .Png	453,750
Square Prime	250 x 250px	Swf, Gif, Jpeg, .Png	412,500
Advertorial	articles/post	Text	123,750
Video Prime Positons	Sponsored Video	.Mp4, .Mpg, .3Gp	825,000



Bottom Page



Leader Board



Prime Board



Rectangle Prime



Half Leader Board