

**Sport Daily** – bringing the news behind the news to our readers.

## Media Rate Card

### BANNER ADS

#### TOP BANNER Premium Advert (720 x 65)

1 Week: N100,000  
1 Month: N350,000  
1 Quarter: N950,000  
1 Year: N3,500,000

#### TOP LEFT Side Premium Advert (65 x 720)

1 Week: N60,000  
1 Month: N200,000  
1 Quarter: N500,000  
1 Year: N1,800,000

#### TOP RIGHT Side Premium Advert (65 x 720)

1 Week: N70,000  
1 Month: N250,000  
1 Quarter: N600,000  
1 Year: N2,000,000

#### BOTTOM LEFT Side Advert (65 x 720)

1 Week: N40,000  
1 Month: N180,000  
1 Quarter: N500,000  
1 Year: N1,500,000

#### BOTTOM RIGHT Side Advert (65 x 720)

1 Week: N50,000  
1 Month: N350,000  
1 Quarter: N950,000  
1 Year: N3,500,000

#### FOOT BANNER Premium Advert (720 x 65)

1 Week: N80,000  
1 Month: N300,000  
1 Quarter: N800,000  
1 Year: N3,000,000

#### WALL PAPER/BACKGROUND Advert

1 Day: N25,000  
1 Week: N150,000  
1 Month: N500,000  
1 Quarter: N1,200,000

### SPONSORED POSTS

Sponsored posts appear on thespectrumng.com once a week with content in form of article (500 – 800 words) provided by the client and subjected to editorial review. Extra charges apply if client wants content written by our creative team of writers and editors.

### **Featured Post/Advertorial**

- 1 post: N35,000
- 2 posts a week: N65,000
- 4 posts a month: N100,000

### **Product Review**

- 1 review: N100,000
- 2 reviews a month: N150,000

### **Event Awareness**

- 1 day: N25,000
- 1 week: N150,000
- 2 weeks: N250,000
- 1 month: N400,000

### **Opinion Polls/Public Surveys**

- 1 day: N10,000
- 1 week: N50,000
- 2 weeks: N75,000
- 1 month: N120,000

### **Strategic Placements**

- 1 article: N50,000
- 2 articles: 75,000
- 3 articles: N120,000
- 4 articles: N150,000

NB: All prices are exclusive of VAT which is 5% of each amount

## **TECHNICAL SPECIFICATIONS**

Creatives can be in either of the following formats:

- a) .jpg
- b) .tif
- c) .gif
- d) .flv/.mp4 (For Video Ad)

2. Banner size should not exceed 250kb except for Video Ad

## TERMS

- ✚ Our advertorial policy derives essentially from the spirit of our editorial policy and to that extent, it accommodates all range of commercial, opinion, view point, testimonies or contention with the strict exception of homophobia, pornography, defamation and abuse of religious and ethnic sensibilities
- ✚ To that extent we accept political and non-political adverts.
- ✚ All adverts however, must meet the ethical standards of the Advertising Practitioner Council of Nigeria (APCON).
- ✚ All adverts must be received 1 week ahead of placement date to allow for production, testing and quality assurance.
- ✚ Campaigns will commence when evidence of payment has been received.
- ✚ Notice of extension of placement must be received 3 days, 1 week and 1 month in advance for weekly, monthly and yearly advert placements respectively.
- ✚ In event that no notice of extension is received within the stipulated time frame, the advert campaign will be terminated at the expiration of the contract.

## CONTACT

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Thank you for advertising with [SportsDaily.com.ng](http://SportsDaily.com.ng)