

## Advertisement Rate for October 2011

1) **Size:** Leaderboard (728 x 90)

**Geography:** All Countries (ad placements appear in all countries)

1a) **Location:** Header

**Placement:** ad appear on all pages

**Cost :** 30,000 naira per week

1b) **Location:** Footer

**Placement:** ad appear on all pages

**Cost :** 20,000 naira per week

2) **Size:** Leaderboard (728 x 90)

**Geography:** **1 Country** (ad placements appear in 1 country i.e only in Nigeria )

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2a) **Location:** Header

**Placement:** ad appear on all pages

**Cost:** 15,000 naira per week

2b) **Location:** Footer

**Placement:** ad appear on all pages

**Cost:** 10,000 naira per week

**3) Size: Medium Rectangle (300 x 250)**  
**Geography : All Countries**

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- 3a) Location:** Homepage, top right, beside headline slider  
**Placement :** Homepage (ad placements appear only on homepage)  
**Cost:** 15,000 naira per week
- 3b) Location:** Homepage, any location below 3a  
**Placement :** Homepage (ad placements appear only on homepage)  
**Cost:** 10,000 naira per week
- 3c) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 15,000 naira per week

**4) Size: Medium Rectangle (300 x 250)**  
**Geography : 1 Country**

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- 4a) Location:** Homepage, top right, beside headline slider  
**Placement :** Homepage (ad placements appear only on homepage)  
**Cost:** 10,000 naira per week
- 4b) Location:** Homepage, any location below 3a  
**Placement :** Homepage (ad placements appear only on homepage)  
**Cost:** 8,000 naira per week
- 4c) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 10,000 naira per week

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**5) Size: Button (125 x 125)**  
**Geography : All Countries**

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**5a) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 2,500 naira per week

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**6) Size: Button (125 x 125)**  
**Geography : 1 Country**

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**6a) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 2,000 naira per week

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**7) Size: Text Link Ads**  
**Geography : All Countries**

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**7a) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 2,500 naira per week

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**8) Size: Text Link Ads**  
**Geography : 1 Country**

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**8a) Location: Posts/Articles (on the right of posts/articles)**  
**Placement :** ad placements appear on all Posts/Articles  
**Cost:** 2,000 naira per week

## **Advertising Content Guidelines**

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