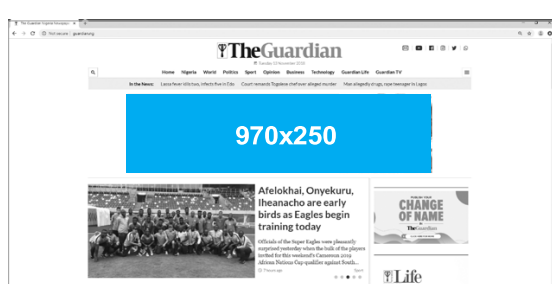


Ad Unit	Dimensions	Specs	CPM rates	Territory	Site Section/Category
Billboard	970 x 250 px	Swf, Gif, Jpeg, Png (<60 kb)	950	Nigeria	Guardian News
Large Leader board	970 x 90 px	Swf, Gif, Jpeg, Png (<60 kb)	750	Nigeria	Guardian News
Leader board	728 x 90 px	Swf, Gif, Jpeg, Png (<60 kb)	450	Nigeria	Guardian News
Double MPU	300 x 600 px	Swf, Gif, Jpeg, Png (<60 kb)	450	Nigeria	Guardian News
MPU	300 x 250 px	Swf, Gif, Jpeg, Png (<40 kb)	450	Nigeria	Guardian News
BTF (Billboard)	885 x 200 px	Swf, Gif, Jpeg, Png (<60 kb)	450	Nigeria	Guardian News
Inside Article	700 x 250 px				
Mobile Banner / MPU	320 x 100 px, 300 x 250px	Swf, Gif, Jpeg, Png (<40 kb)	450	Nigeria	Guardian News
Video Advertising	Standard	Webm, Mp4, Video codec: H264, Vp8	1,500	Nigeria	Guardian TV
All ad Unit	All Dimensions	Swf, Gif, Jpeg, Png (<60 kb)	\$3	USA only	Guardian News
All ad Unit	All Dimensions	Swf, Gif, Jpeg, Png (<60 kb)	£2.5	UK only	Guardian News
(Tenancy)	On request	Swf, Gif, Jpeg, Png (<60 kb)	1.8M (Monthly Rate)	Nigeria	Guardian News
Sport (Tenancy)	On request	Swf, Gif, Jpeg, Png (<60 kb)	1.7M (Monthly Rate)	Nigeria	Guardian News
LIFE (Tenancy)	On request	Swf, Gif, Jpeg, Png (<60 kb)	1.5M (Monthly Rate)	Nigeria	Guardian News

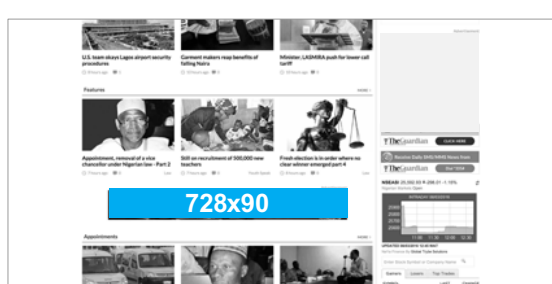
Note: Minimum of 700,000 impressions`

SHOW RATE 100%

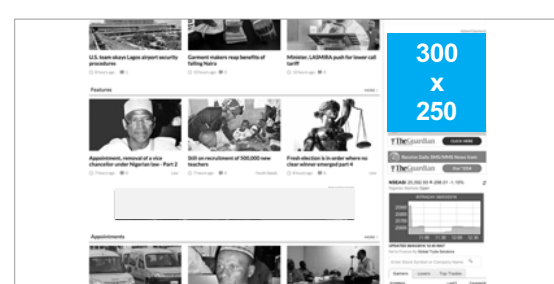
All rates attracts a 7.5% Vat



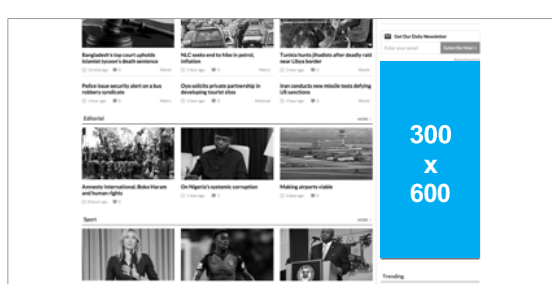
Billboard



Leader board



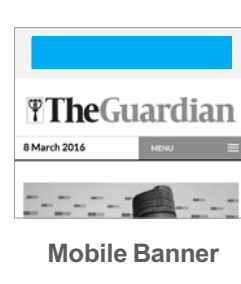
MPU



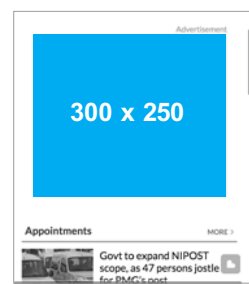
Double MPU



Video Pre-roll



Mobile Banner



Mobile MPU

SPONSORED ARTICLE

Advertorial	Platform	Rate	Duration
Sponsored Articles	Website (homepage & Inside category)	N250,000	Per Post
Sponsored Articles	Website (Inside category)	N150,000	Per Post
Sponsored Article with Video Post	Website	N200,000	Per Post
An article written by Guardian journalist	Website	N200,000	Per post

SOCIAL MEDIA RATES

Advertorial	Rate	Duration
Twitter (Static Asset)	N100,000	Per Post
Twitter (Video Asset)	N150,000	Per Post
Live Tweet Chat -Sponsorship	N200,000	Per Post
Twitter Space	N500,000	Per Event
Instagram (Static Asset)	N100,000	Per post
Instagram (Video Asset)	N150,000	Per Post
Insta Story	N100,000	Per post
Insta Live	N300,000	Per hour
Facebook (Static Asset)	N100,000	Per post
Facebook (Video Asset)	N150,000	Per Post
Facebook Live	N300,000	Per Hour

BRANDED CONTENT RATES

Advertorial	PLATFORM	Rate	Duration
Newsletter ad/article placement	Guardian audience inboxes	N150,000	Per Week
Landing Page branding	Website	N1,500,000	Per 4days
Page Take over	Website	N1,500,000	Per Week
Nutmeg	GTV & Youtube	N500,000	Per Week
Event Coverage	Website, GTV & Youtube	Base on request	Per Event

SHOW RATE 100%

All rates attracts a 7.5% Vat

STUDIO RENTAGE

Advertorial	PLATFORM	Rate	Duration
Audio Visual Studio Rental	Guardian Studio	N20,000	Per Hour
Audio Studio Rental	Guardian Studio	N10,000	Per Hour
Video Editing Suite	Guardian Studio	N20,000	Per Hour
Power/Generator (Uninterrupted)	Guardian Studio	N50,000	Per Hour
Equipment Rentals	Camera, Camera Accessories, Lights, Microphone, Props, Mixers	*Cost to be provided upon request	

SHOW RATE 100%

All rates attracts a 7.5% Vat

