

RATE CARD

Effective October 1, 2022

PROMOTED POST

This is an advertorial presented in text format in the right column on home page. It is published unedited, except for legal and grammatical reasons.

Regular Rate/Private Sector: N100,000 per day/N300,000 per week

Public Sector/Political: N150,000 per day/N400,000 per week



August 10, 2022 | 0 | 35

Defence chief: We have arrested terrorists behind Owo church attack



August 8, 2022 | 0 | 36

NAF: Airstrikes killed bandit leader behind attack on police area commander in Katsina



August 7, 2022 | 0 | 33

Festus Keyamo: Buhari has done well on infrastructure — Tinubu will improve on it



August 11, 2022 | 0 | 34

Buhari reverses Seplat's takeover of Exxon Mobil — after regulator's protest



August 8, 2022 | 0 | 38

Pantami becomes first African fellow of Chartered Institute of Information Security



August 7, 2022 | 0 | 37

Sanusi: Nigeria in bigger mess than it was in 2015



Business

Buhari reverses Seplat's takeover of Exxon Mobil — after regulator's protest



Politics

It's okay if Peter Obi wins 2023 presidential election, says Akeredolu



Anti-Corruption

Dariye, Nyame jailed for corruption — but released after Buhari's pardon

PRESS RELEASE









The press release is published under the news category with modifications considered fit for purpose.

Regular Rate/Private Sector: N100,000 per day/N300,000 per week

Public Sector/Political: N150,000 per day/N400,000 per week

SOCIAL MEDIA

Facebook	NGN100,000 - 4 post per day
Instagram	NGN100,000 - 4 post per day
Twitter	NGN100,000 / 10 tweets
Live Tweet	NGN50,000 per hour
Liveblog	NGN150,000 per hour

-  Home
-  Explore
-  Notifications
-  Messages
-  Bookmarks
-  Lists
-  Profile
-  More



STANDARD RECTANGLE

This 300x250px advert is strategically placed on the right column.

Regular Rate/Private Sector: N600,000 per month.

Public Sector/Political: N1m per month.



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MIDDLE BANNER

It is 602x150px banner straddling two columns just below the Top Stories section, which is the most important section of the newspaper.

Regular Rate/Private Sector: N1.5m per month.
Public Sector/Political: N1.8m per month



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Politics

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City Update

Defence chief: We have arrested terrorists behind Owo church attack



Column

Averting an African food crisis



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August 4, 2022 | 0 | 46

War: Zelensky, president of Ukraine, seeks Nigeria's support



Anti-Corruption

Dariye, Nyame jailed for corruption — but released after Buhari's pardon



City Update

NAF: Airstrikes killed bandit leader behind attack on police area commander in Katsina

LARGE RECTANGLE

- (1) This 325x390px advert is strategically placed on the right column.
- (2) It is seen by the user on coming to the website.

Regular Rate/Private Sector: N1.5m per month. Public Sector/Political: N1.8m per month.



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YOUR AD

GOLD LEADERBOARD

- (1) A 970x60px banner directly below the masthead on the homepage.
- (2) It occupies the most prominent position on the website.
- (3) Advertiser's banner will appear on top of every story published on the website.
- (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
- (5) Free posting of videos of advertiser's events in the Must-See Video section (once in a month)
- (6) Free posting of pictures of advertiser's events in the Photo Gallery section (once in a month)

Regular Rate/Private Sector: N1.1m per month. Public Sector/Political: N1.6m per month.

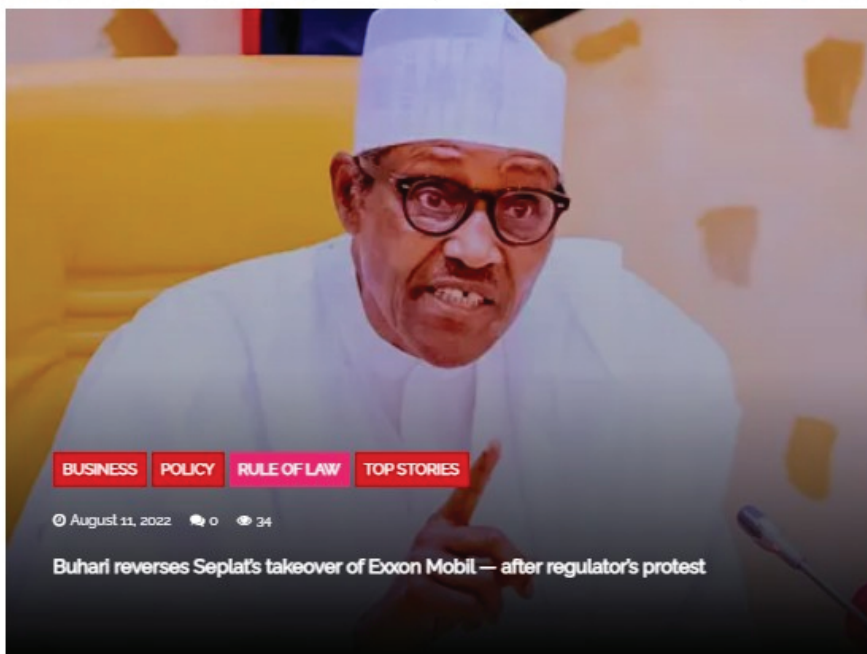
[Home](#) [About Us](#) [Advert Rates](#) [Careers](#) [Contact Us](#)



[THE NATION](#) [POLITICS](#) [BUSINESS](#) [INTERNATIONAL](#) [POLICY](#) [SPORT](#) [LIFESTYLE](#)

TOP STORIES:

Dariye, Nyame jailed for corruption — but released after Buhari's pa... - AUGUST 9, 2022



August 11, 2022

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August 9, 2022

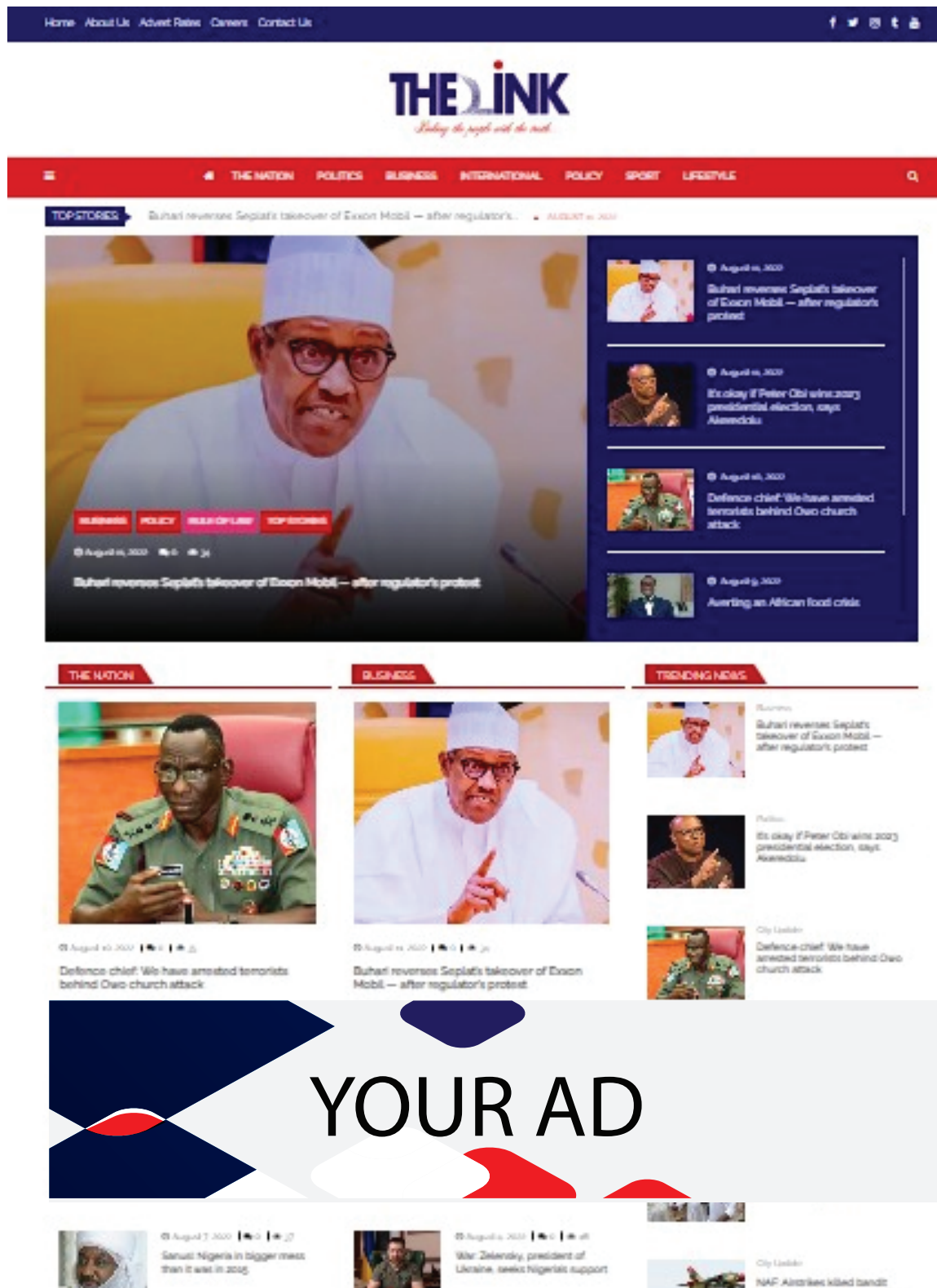
Averting an African food crisis

PLATINUM MIDDLE LEADERBOARD

- (1) A massive 970x108px banner directly below Top Story on the homepage.
- (2) It occupies a prominent position on the website.

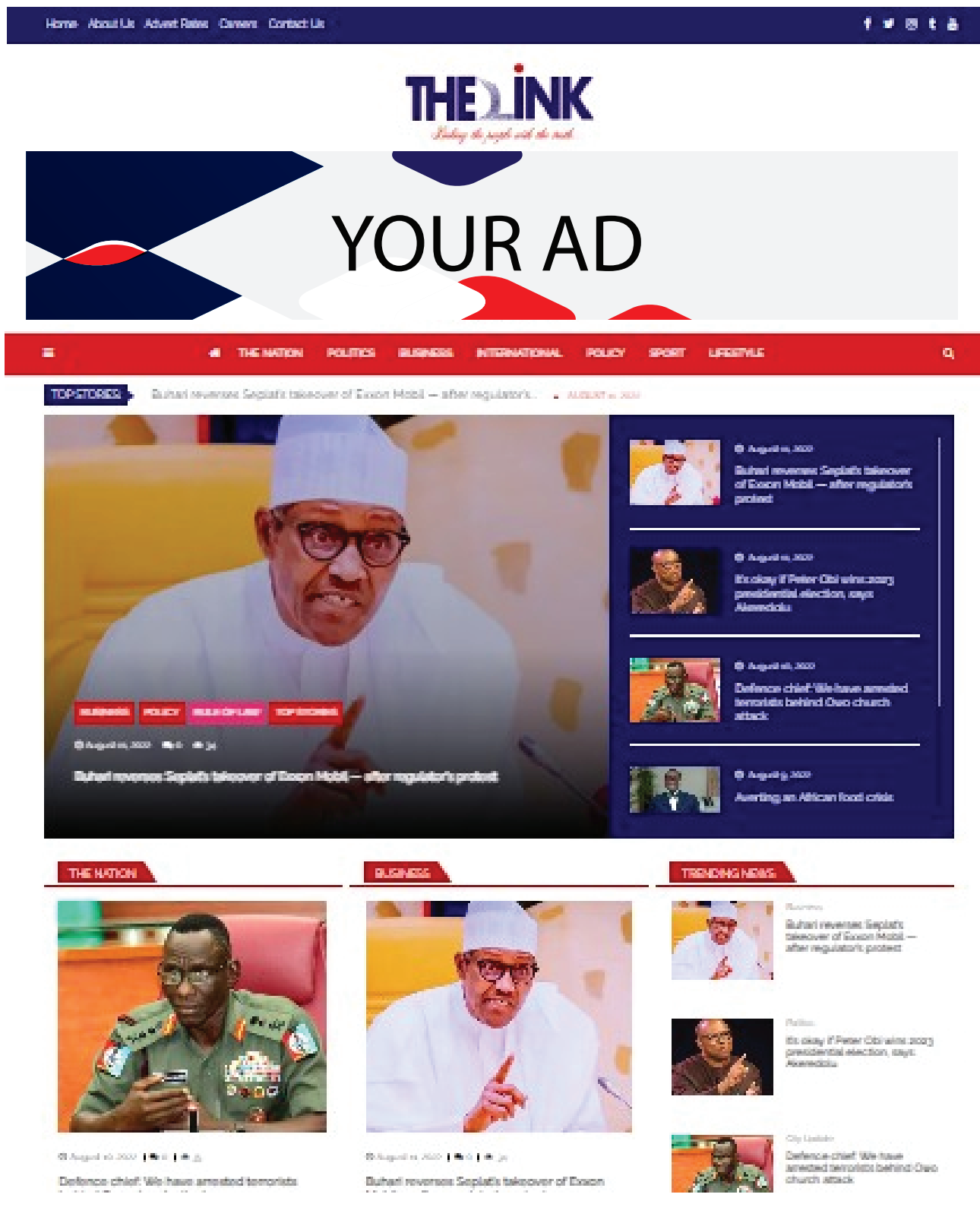
Regular Rate/Private Sector: N1m per month.

Public Sector/Political: N1.5m per month.



PLATINUM LEADERBOARD

- (1) A massive 970x108px banner directly below the masthead on the homepage.
 - (2) It occupies the most prominent position on the website.
 - (3) Advertiser's banner will appear on top of every story published on the website.
 - (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
 - (5) Free posting of videos of advertiser's events in the Must-See Video section (once in a month)
 - (6) Free posting of pictures of advertiser's events in the Photo Gallery section (once in a month)
 - (7) Use of advertiser's stories in the Top Stories (equivalent of a newspaper's front page)
 - (8) Promotion of advertiser's stories through our social media handles
- Regular Rate/Private Sector: N1,550,000 per month. Public Sector/Political: N2m per month.



HOME OWNERSHIP

This is the exclusive premium space which allows the advertiser to take "ownership" of the home page. There are eight major features and benefits:

- (1) A massive 970x108px banner directly below the masthead on the homepage.
- (2) Two billboard banners, one on the left and the other on the right of the image area of home page.
- (3) Advertiser's banner will appear on top of every story published on the website.
- (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
- (5) Free posting of videos of advertiser's events in the Must-See Video section (twice in a month)
- (6) Free posting of pictures of advertiser's events in the Photo Gallery section (twice in a month)
- (7) Regular use of advertiser's stories in the Top Stories (equivalent of a newspaper's front page)
- (8) Regular promotion of advertiser's stories through our social media handles

Regular Rate/Private Sector: N2m per month. Public Sector/Political: N2.5m per month.

