



# ONLINE ADVERTISING

# RATE CARD 2017

[WWW.STANDARDMEDIA.CO.KE](http://WWW.STANDARDMEDIA.CO.KE)



The Standard Media Group



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# STANDARD DIGITAL STATISTICS PER MONTH



# SDE STATISTICS PER MONTH



# MAIN WEBSITE **BANNER** ADVERTISING

Monthly banner rates in Kshs

PAGE POSITION	AD SIZE	SLOT AVAILABLE	REFERENCE*	PRICE(KSHS)
<b>Homepage - Prime Slots</b>				
Leader board 1	728px by 90px	1	Fig 1*	300,000
Square banner 1	300px by 250px	1	Fig 2*	300,000
<b>Homepage - Non Prime Slots</b>				
Leaderboard 2	728px by 90px	3	Fig 3 ,5 & 6*	250,000
Square banner 2	300px by 250px	2	Fig 4 & 7*	250,000
<b>Category Homepage - Prime Slots</b>				
Leaderboard 1	728px by 90px	1	Fig 8*	300,000
<b>Category Homepage - Non Prime Slots</b>				
Square banner 1	300px by 250px	2	Fig 9 & 11*	250,000
<b>Article pages - Prime Slots</b>				
Leaderboard 1	728px by 90px	1	Fig 12*	300,000
Square banner 1	300px by 250px	1	Fig 13*	300,000
<b>Article pages - Non Prime Slots</b>				
Square banner 2	300px by 250px	3	Fig 14, 15 & 16*	250,000

# SDE WEBSITE BANNER ADVERTISING

Monthly banner rates in Kshs

PAGE POSITION	AD SIZE	SLOT AVAILABLE	REFERENCE*	PRICE(KSHS)
<b>SDE Homepage - Prime Slots</b>				
Leader board 1	728px by 90px	1	Fig 17*	300,000
Square banner 1	300px by 250px	1	Fig 18*	300,000
<b>SDE Homepage - Non Prime Slots</b>				
Leaderboard 2	728px by 90px	1	Fig 19*	300,000
Square banner 2	300px by 250px	1	Fig 20*	250,000
Large Tower	300px by 600px	1	Fig 21*	250,000
<b>SDE Category page - Prime Slots</b>				
Leaderboard 1	728px by 90px	7	Fig 22*	300,000
<b>SDE Category page - Non Prime Slots</b>				
Square banner 1	300px by 250px	1	Fig 24*	250,000
Leaderboard 2	728px by 90px	1	Fig 23*	250,000
<b>SDE Article page - Prime Slots</b>				
Leaderboard 1	728px by 90px	1	Fig 25*	300,000
Square banner 1	300px by 250px	2	Fig 26*	300,000
<b>SDE Article page - Non Prime Slots</b>				
Square banner 2	300px by 250px	1	Fig 27*	250,000
Leaderboard 3	728px by 90px	2	Fig 28 & 29*	250,000



# OTHER PAGES BANNER ADVERTISING

Monthly banner rates in Kshs

PAGE POSITION	AD SIZE	SLOT AVAILABLE	REFERENCE*	PRICE(KSHS)
<b>KTN News</b>				
Homepage Leaderboard 1	728px by 90px	1	Fig 30*	150,000
Videopage Leaderboard 1	728px by 90px	1	Fig 32*	150,000
Homepage Large tower	300px by 600px	1	Fig 31*	150,000
Mobile Squarebanner	300px by 250px	1	Fig 1*	150,000
<b>EVE Woman</b>				
Homepage Leaderboard 1	728px by 90px	1	Fig 34*	150,000
Homepage squarebanner 1	300px by 250px	1	Fig 35*	150,000
Article page leaderboard 1	728px by 90px	1	Fig 36*	150,000
Article page Squarebanner	300px by 250px	1	Fig 37*	150,000
<b>Ureport</b>				
Homepage Leaderboard 1	728px by 90px	1	Fig 38*	150,000
Homepage squarebanner 1	300px by 250px	1	Fig 39*	150,000
Article page leaderboard 1	728px by 90px	1	Fig 40*	150,000
Article page Large Tower	300px by 600px	1	Fig 41*	150,000

# MOBILE & OTHER BANNER ADVERTISING

Monthly banner rates in Kshs

## MOBILE SITE RATES

Standard banner size  
(300px by 250px)

PAGE POSITION	SLOTS	PRICE
Homepage Squarebanner	4	300,000
Article pages Squarebanner	4	300,000
Inner pages Squarebanner	4	350,000



## E - paper branding

Mobile app Fig 42\* 450,000

Desktop Fig 43\* 450,000

## Social Media

Kshs 20,000 per post

Minimum reach 100,000 impressions

\*50% money paid is retained by Standard Group\*

## Video stitching

Lifetime value 300,000

## Live streaming

Live streaming 600,000

## BULK SMS

1 Ksh. Per SMS - with client database

2 Ksh. Per SMS - with Standard Group database

## Branding voice

( Minimum 1 story / video/image per week)

Stories generated by the client and curated by the digital team

Kshs 650,000

Stories from the Digital team

Kshs 800,000

\*100% markup will be done for stories generated by Standard Digital\*

## Native Advertising

One story / Article/ Video/ Photo

Package includes Social media promotion

Stories generated by the client

Kshs 50,000

Stories from the Digital team

Kshs 100,000

\*100% markup will be done for stories generated by Standard Digital\*

## Special Executions

	CPC Value	CPM Value	Banner
Bottom riser	\$2.31	\$0.39	400,000
Takeover/ Roadblock	\$2.10	\$0.35	400,000
Expandable	\$2.10	\$0.35	400,000

\*50% markup will be done for special executions that require website modification\*

## Campus tours

Over 4,000 students  
4 A-list artists | 5 B - List artists  
Credible universities | Media coverage

Kshs 1,000,000  
Within Nairobi

Kshs 1,200,000  
Outside Nairobi

