

www.defencetimesng.africa

Online Media Kit

LAYOUT & DESCRIPTION

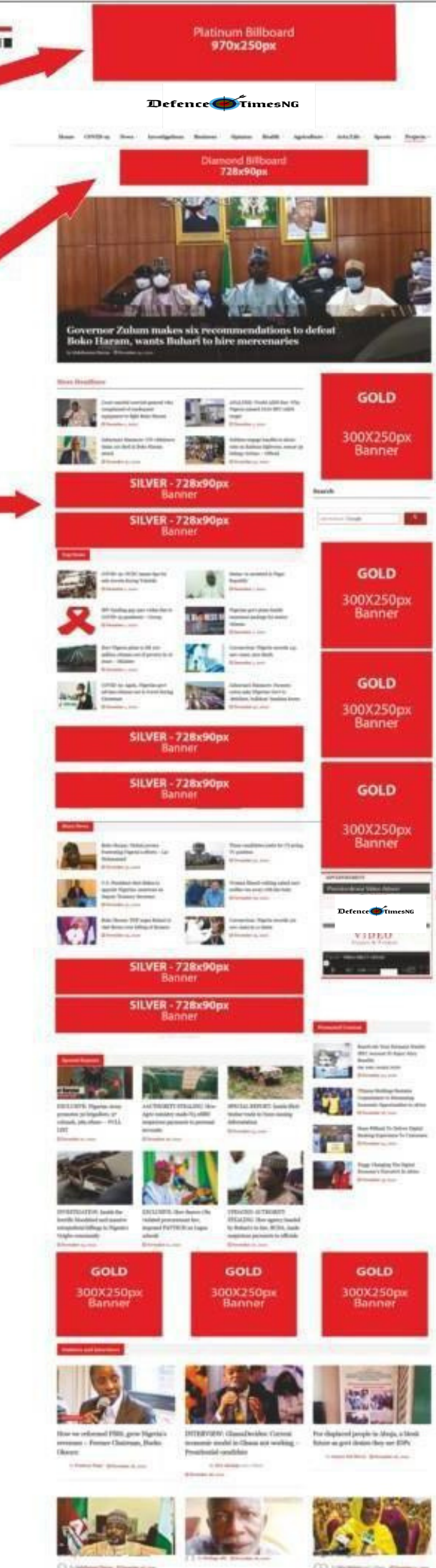
PLATINUM BILLBOARD BANNER (970 X 250):

Situated at the top of the web page. It accommodates one product at a time. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website.

DIAMOND BANNER (728x90):

Situated at a strategic position below the Menu Bar right under the website logo. This is a static Ad of just one (1) product.

SILVER BANNER (728x90): Situated below the More Headlines section of the website.



GOLD BANNER (300x250): Situated right under the Top Headline Stories.

VIDEO AD: Your Video adverts/Jingles/Montages goes here.



CLASSIFIED BANNER (250X 250) Situated below at the end of the website homepage.

ADVERTISING: LAYOUT & PLACEMENTS

HOME PAGE

The screenshot shows the homepage of Defence TimesNG. At the top is a large red banner labeled 'Platinum Billboard 970x250px'. Below it is a smaller red banner labeled 'Diamond Billboard 728x90px'. The main content area features a large image of Governor Zulum with the headline 'Governor Zulum makes six recommendations to defeat Boko Haram, wants Buhari to hire mercenaries'. To the right of the main content are several 'GOLD' banners (300x250px) and 'SILVER' banners (728x90px) interspersed with text content. The layout is designed to maximize ad visibility across the homepage.

STORY PAGE

The screenshot shows a story page on Defence TimesNG. At the top is a navigation bar with links for Home, COVID-19, News, Investigations, Business, Opinion, Health, Agriculture, and Arts. Below the navigation bar is a large banner for BUA CEMENT with the text 'Achieve more with BUA CEMENT The New King of Strength'. The main content area features a large image of a meeting with the headline 'At meeting with lawmakers, APC'. Below the headline is a sub-headline and a paragraph of text. To the right of the main content are several 'GOLD' banners (300x250px) and 'SILVER' banners (728x90px) interspersed with text content. At the bottom of the page is a large red banner for Big Boss with the text 'Sets Stronger, Lasts Longer, Yields more'. A red arrow points to this banner, indicating its placement in the story.

STORY BREAK-INS (728x90):

This banner is placed in-between ALL stories.

Its placed in 3 strategic locations (10th, 20th & 32nd paragraphs) in the body of stories. Readers get to see the Advert while reading any story.

ADVERTISING: Regular & Special Projects

Slot Name	Size (pixels)	Price (weekly) (vat. exclusive)	Political (vat. exclusive)
Platinum Billboard	970 x 250	N 1,000,000	N 1,250,000
Diamond Billboard	728 x 90	N 750,000	N 900,000
Gold Banner	300 x 250	N 650,000	N 850,000
Silver Banner	728 x 90	N 500,000	N 700,000
Story Break-Ins (Para.10)	728 x 90	N 650,000	N 850,000
Story Break-Ins (Para.20)	728 x 90	N 550,000	N 750,000
Story Break-Ins (Para.32)	728 x 90	N 450,000	N 650,000
Video Ad	300 x 250 (expandable)	N 500,000 (60secsVideoAd)	N 750,000
Classifieds	250 x 250	N 100,000	

Special Projects;

- Documentaries
- Event Coverage
- Special reports
- Photo Splash/Gallery

Liveblog Advertorial/Press

Releases/Interviews

Pricing:  WhatsApp
+2349039856466

ADVERTISING: Social Media

Our Presence;

Facebook: <https://fb.me/defencetimesng>

Twitter: @defencetimesng1

Instagram: @defencetimesng

What We Offer;

Platform	Frequency (per Day)	Price (vat.exclusive)
Facebook	1 Post	N 100,000
Twitter	1 Tweet	N 100,000
Instagram		N 100,000
	Photos (up to 5)	N 150,000
	Videos (60secs)	

Facebook & Instagram LIVE

Platform	Frequency	Price (vat.exclusive)
Facebook	30 minutes	N 450,000
Instagram	30 minutes	N 400,000

TECHNICAL SPECIFICATIONS

1. Creatives can be in either of the following formats: a) .jpg

b) .png

c) .gif

d) .flv/.mp4 (For Video Ad)

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

POLICY

1. 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
2. To that extent we accept political and non-political adverts.
3. All adverts however, must meet the ethical standards of the Advertising Practitioner Council of Nigeria (APCON).
4. 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.
5. 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.
6. 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.

ABOUT US

Premium Times Services Ltd., publishers of “Premium Times”- an online news brand of both local and international repute - is a media company with headquarters in Abuja, offices in Lagos and Washington D.C. and representatives across Nigerian states.

We have a vision to help strengthen Nigeria's democracy, advance the competitive edge of our economy, the well-being and the rights of the people, promote and enrich their cultural practices and advocate for best practices, good governance, transparency and human rights, in line with the values expected of a modern democratic state.

Proprietors of the organisation believe that of all the institutions of a modern democracy, the role of the media is a pre-eminent one that is best understood in promoting accountability and transparency in government.

We believe that the media can help forge new communities, pursue political and social agenda in support of a better society, and help build visions of hope and resistance.

Sadly the media can also lead in negative directions: dividing people and truncating hope and vision.

In our country, the media has played both roles at different times in our history.

Premium Times believes that the time has come for Nigeria to embrace the challenge of progress and development in a substantial, concrete sense.

As a result of this, we have brought a huge commitment to offer our country the type of media that will advocate for the people, and nudge our nation towards the path of development and social re-engineering.

We are of the view that, in terms of its formal processes and philosophy of its content, the new media that will help spur the challenge of educational revolution, cultural rebirth, and economic development in Nigeria, must be reflective, thoughtful, analytical and empathetic, without a sense of entitlement and insularity.

We have come to fill that lacuna and raise the bar of journalism in our country.

We plan to publish across all formats, beginning with this online platform, where we hope to appeal to the swelling ranks of our young and middle class elites, with a vision of the future and belief in social change.

No other online media in Nigeria equals our footprint in the African region particularly in West Africa and South Africa.

We have proudly earned our bragging rights as the leading online platform in breaking news, analytical delivery, social responsibility, and informed commentaries.

Above all we have come to be seen as the reference point on investigative reporting, and multimedia news delivery, with a robust feedback mechanism, and the most engaging reach to the Nigerian youth.

Currently as an online platform, **defencetimesng.africa** sharply contrasts from its peers which are mere news aggregators, by operating a truly professional news operation based on sound ethics.

All our content is verified and published on the best judgment of our editors.

No news is purchased here.

CONTACT US

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