

ONLINE ADVERTISING RATE CARD

POSITION	SIZE (Pixels)	RATE (\$)
LEADERBOARD	728 X 90	\$350.0
SMALL RECTANGLE 1	300 X 60	\$280.0
SMALL RECTANGLE 2	300 X 60	\$280.0
SMALL RECTANGLE 3	300 X 60	\$200.0
SMALL RECTANGLE 4	300 X 60	\$200.0
SMALL RECTANGLE 5	300 X 60	\$200.0
SMALL RECTANGLE 6	300 X 60	\$180.0
MEDIUM RECTANGLE 1	300 X 250	\$250.0
MEDIUM RECTANGLE 2	300 X 250	\$250.0
MEDIUM RECTANGLE 3	300 X 250	\$200.0
MEDIUM RECTANGLE 4	300 X 250	\$180.0
Sponsored Links	TEXT	\$100.0

All banners should be 80KB OR less in size
Flash banners should be saved to play at 18 frames per second (Fps) OR less
Flash banner should be saved as ".swf"
All banners should be the right sizes
Animated GIFs should be not more than 12 frames
Price above are exclusive of Value Added Tax (VAT), Kindly note according to the regulations set by the Tanzania Revenue Authority, VAT is compulsory for all clients- National & International.

Should your Organisation enjoy VAT exemption, Kindly send it the Tanzania Revenue Authority notification

The above advertising Rates are monthly rates i.e 30 days and are in US \$

NOTE: 1 Pixel= 0.04 Cm

Tanzania standard (Newspapers) Ltd, Dailynews Building, Samora Avenue.

P.O.Box 9033, Dar Es Salaam

Tel: +255 22 2116074 Fax: +255 22 2135239

DAILY NEWS

sundaynews

HABARILEO

SP LeO
Mwanzo Mwisho

Daily News Online Edition Banner Positioning | MAIN PAGE

The screenshot shows the main page of the Daily News Online Edition. At the top, there is a navigation bar with the site's name, a search bar, and a menu of categories: LOCAL NEWS, EDITORIAL, COLUMNISTS, BUSINESS, FEATURES, SPORTS, GALLERY, CLASSIFIEDS, and RATE CARD. Below the navigation bar, the main content area is divided into several sections:

- Header:** A blue bar at the top right, labeled "LEADERBOARD".
- Main Article:** A large article titled "Procurement procedures need a touch of professionalism" with a photo of a man in a suit. To its right is a sidebar with smaller articles and images.
- Local News:** A section titled "LOCAL NEWS" with a sub-article "Male circumcision registers success in Kagera".
- Editorial:** A section titled "EDITORIAL" with a sub-article "Strong Premier League needed this time".
- Columnist:** A section titled "COLUMNIST" with a sub-article "What's the Role of the Judiciary in intra-party quarrels?".
- Business:** A section titled "BUSINESS" with a sub-article "BoT plans to elevate two-year bond".
- Features:** A section titled "FEATURES" with a sub-article "Regulating ICT growth and development in the country".
- Sport:** A section titled "SPORT" with a sub-article "Uganda crowned Mapinduzi Cup queens".
- Right Sidebar:** A vertical sidebar containing "THE NEWS IN PHOTOS" (with a photo of soldiers), "MOST VIEWED" (with a list of popular articles), and "FEATURED CLASSIFIEDS" (with real estate ads).

Various colored rectangles are overlaid on the page to indicate advertising positions:

- LEADERBOARD:** A blue rectangle at the top right.
- SMALL RECTANGLE 1:** A green rectangle below the main article.
- SMALL RECTANGLE 2:** A green rectangle below the main article.
- MEDIUM RECTANGLE 1:** A large grey rectangle below the main article.
- SMALL RECTANGLE 3:** A green rectangle below the Local News section.
- SMALL RECTANGLE 4:** A green rectangle below the Local News section.
- SMALL RECTANGLE 5:** A green rectangle below the Business section.
- MEDIUM RECTANGLE 2:** A large grey rectangle below the Business section.
- SMALL RECTANGLE 6:** A green rectangle below the Sport section.
- MEDIUM RECTANGLE 3:** A blue rectangle at the bottom left.
- MEDIUM RECTANGLE 4:** A grey rectangle at the bottom right.

LEADERBOARD

SMALL RECTANGLE 1

SMALL RECTANGLE 2

MEDIUM RECTANGLE 1

SMALL RECTANGLE 3

SMALL RECTANGLE 4

SMALL RECTANGLE 5

MEDIUM RECTANGLE 2

SMALL RECTANGLE 6

MEDIUM RECTANGLE 3

MEDIUM RECTANGLE 4