

# TANZANIA STANDARD (NEWSPAPERS) LTD

## DIGITAL RATE CARD



DAILY NEWS

HabariLEO

2019

### BANNER ADVERTISING OPTION & RATES

#### WEBSITE

Homepage/Article Pages	Ad Size (Pixels)	Rates/ Month(Tsh)
Leader Board (Prime)	1200x300	1,500,000
Leader Board	720x90	1,000,000
Small Rectangle	300x300	700,000
Medium Rectangle	300x250	650,000
Square Banner	600x70	1,100,000
Floating Bottom Banner	300x250	760,000
In-content Banner	300x250	760,000
Video Strip (30Sec)	200x200	330,000

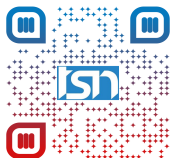
#### SOCIAL MEDIA MENTIONS ( Facebook, Twitter, Instagram)

50,000 Per Post

#### YouTube

Bottom Banner	1,168,500
L-Shaped Banner	1,330,000
Sponsored Logos	570,000
Background Sponsor	1,900,000
Video(30sec)	1,140,000
Video(45sec)	1,425,000

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YouTube Channel

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Homepage/Article Pages	Ad Size (Pixels)	Rates/ Month(Tsh)
Leader Board (Prime)	1200x300	1,000,000
Leader Board	720x90	800,000
Small Rectangle	300x300	400,000
Medium Rectangle	300x250	400,000
Square Banner	300x250	400,000
Floating Bottom Banner	600x70	400,000
In-content Banner	300x250	460,000
Video Strip(30Sec)	200x200	285,000

#### E-paper Markert Price

	Daily	Monthly	3Monthly	6Monthly
Single Copy	1000	15,000	45,000	90,000
<b>Corporate Bundle</b>				
From 10>copies 5000		5%discount Of The Total Amount	8%discount Of The Total Amount	10%discount Of The Total Amount

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 at the right sizes  
The ads will appear in all pages except in-content banner.  
Animated GIFs should be not more than 12 frames  
Price above are exclusive of Value Added Tax (VAT)  
The above advertising Rates are monthly rates and are in Tshs.  
**NOTE: 1 Pixel= 0.04 Cm**

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