

Ad Unit	Dimensions	Specs	CPM rates
Large Leader board	970x90px	Swf, Gif, Jpeg, Png	₦630/\$2
Leader board	728x90px	Swf, Gif, Jpeg, Png	₦470/\$1.5
Double MPU	300x600px	Swf, Gif, Jpeg, Png	₦320/\$1
MPU	300x250px	Swf, Gif, Jpeg, Png	₦470/\$1.5
Mobile Header/ MPU	320x50/300x250 px	Swf, Gif, Jpeg, Png	₦320/\$1

## NON STANDARD ADS

Type	Billing	Cost
Sponsored Articles	Per Post	₦30,000/\$100
Sponsored Social Media post (across all channels)	Per Post	₦5,000/\$20
Live Event Coverage	-	Based on requirement
Background Takeover	Per Week	₦50,000/\$150



Large Leader board/ Leader board/ MPU



Leader board/ Double MPU



Mobile Header



Mobile MPU