

| Ad Unit | Dimensions | Format/Specs | CPM Rates | Fixed Rates (Monthly) |
|---------------------|----------------|-----------------------------|-----------|-----------------------|
| Main Leader board | 728 x 90 px | SWF, GIF, JPEG, PNG (<60kb) | ₦ 300 | ₦ 300,000 |
| Leader board | 728 x 90 px | SWF, GIF, JPEG, PNG (<60kb) | ₦ 200 | ₦ 200,000 |
| Mid Page Unit (MPU) | 300 x 250 px | SWF, GIF, JPEG, PNG (<60kb) | ₦ 200 | ₦ 200,000 |
| Double MPU | 300 x 600 px | SWF, GIF, JPEG, PNG (<60kb) | ₦ 300 | ₦ 300,000 |
| Double MPU | 160 x 600 px | SWF, GIF, JPEG, PNG (<60kb) | ₦ 250 | ₦ 250,000 |
| Mobile Banner | 320 x 50 px | SWF, GIF, JPEG, PNG (<30kb) | ₦ 300 | ₦ 300,000 |
| Mobile MPU | 300 x 250 px | SWF, GIF, JPEG, PNG (<30kb) | ₦ 200 | ₦ 200,000 |
| All ad Unit | All Dimensions | SWF, GIF, JPEG, PNG (<60kb) | \$ 1.5 | \$ 1,500 |
| All ad Unit | All Dimensions | SWF, GIF, JPEG, PNG (<60kb) | £ 1 | £ 1,000 |

NON-STANDARD ADS (PR AND SOCIAL MEDIA RATES)

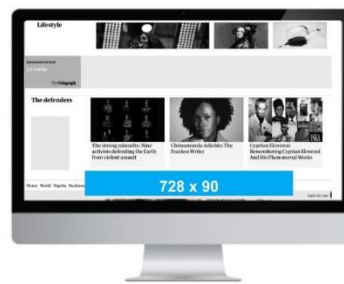
| Advertisorial | Duration | Rates | Rates |
|---|--------------|----------|--------|
| Sponsored Article | Per Post/Day | ₦ 30,000 | \$ 60 |
| Sponsored Video Post | Per Post/Day | ₦ 35,000 | \$ 70 |
| Sponsored Social-Media Post per channel | Per Post | ₦ 15,000 | \$ 30 |
| Social Media Banner Ad | Per Week | ₦ 90,000 | \$ 180 |



Main Leader board
Digital



Leader board
Digital



Footer Leader board
Digital



Side banner
Digital



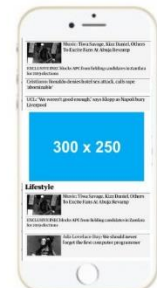
MPU
Digital



Double MPU
Digital



Mobile Banner
Digital



Mobile MPU
Digital