

# MWANANCHI COMMUNICATIONS LTD

## DIGITAL RATES CARD



### BANNER ADVERTISING OPTION & RATES - MWANANCHI

POSITION	SLOT AVAILABLE	AD SIZE (PIXELS)	RATES	CPM
<b>HOME PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,000,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300 x 250	600,000	1TZS PER IMP
FLOATING BOTTOM BANNER	1	600 x 70	1,000,000	1TZS PER IMP
SECTION SQUARE BANNERS	5	300 x 250	300,000	1TZS PER IMP
STRIP BANNERS (LEADER BOARD)	5	728 x 90	800,000	1TZS PER IMP
VIDEO STRIP	1	200 x 200	300,000	1TZS PER IMP
PHOTO STRIP	1	200 x 200	300,000	1TZS PER IMP
<b>ARTICLE WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,300,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300 x 250	700,000	1TZS PER IMP
IN-CONTENT BANNER (PRIME)	1	300 x 250	800,000	1TZS PER IMP
STRIP BANNER (LEADER BOARD)	1	728 x 90	1,000,000	1TZS PER IMP
<b>SECTIONS WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,200,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300x250	550,000	1TZS PER IMP
STRIP BANNER (LEADER BOARD)	3	970X70	800,000	1TZS PER IMP
<b>MOBILE SITE HOME PAGE</b>				
STRIP BANNER (PRIME)	3	300X100	800,000	1TZS PER IMP
SQUARE BANNER	1	300X250	1,300,000	1TZS PER IMP
<b>MOBILE ARTICLE WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,300,000	1TZS PER IMP
SQUARE BANNERS	2	300 x 250	700,000	1TZS PER IMP
<b>MOBILE SECTION PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,200,000	1TZS PER IMP

### BANNER ADVERTISING OPTION & RATES - MWANASPOTI

POSITION	SLOT AVAILABLE	AD SIZE (PIXELS)	RATES	CPM
<b>HOME PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	700,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300 x 250	400,000	1TZS PER IMP
FLOATING BOTTOM BANNER	1	600 x 70	700,000	1TZS PER IMP
SECTION SQUARE BANNERS	5	300 x 250	200,000	1TZS PER IMP
STRIP BANNERS (LEADER BOARD)	5	728 x 90	600,000	1TZS PER IMP
VIDEO STRIP	1	200 x 200	200,000	1TZS PER IMP
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STRIP BANNER (PRIME)	1	970 x 70	1,000,000	1TZS PER IMP
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<b>SECTIONS WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,000,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300x250	350,000	1TZS PER IMP
STRIP BANNER (LEADER BOARD)	3	970X70	600,000	1TZS PER IMP
<b>MOBILE SITE HOME PAGE</b>				
STRIP BANNER (PRIME)	3	300X100	600,000	1TZS PER IMP
SQUARE BANNER	1	300X250	1,000,000	1TZS PER IMP
<b>MOBILE ARTICLE WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,100,000	1TZS PER IMP
SQUARE BANNERS	2	300 x 250	500,000	1TZS PER IMP
<b>MOBILE SECTION PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,000,000	1TZS PER IMP

### BANNER ADVERTISING OPTION & RATES - THE CITIZEN

POSITION	SLOT AVAILABLE	AD SIZE (PIXELS)	RATES	CPM
<b>HOME PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	600,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300 x 250	400,000	1TZS PER IMP
FLOATING BOTTOM BANNER	1	600 x 70	600,000	1TZS PER IMP
SECTION SQUARE BANNERS	5	300 x 250	200,000	1TZS PER IMP
STRIP BANNERS (LEADER BOARD)	5	728 x 90	500,000	1TZS PER IMP
VIDEO STRIP	1	200 x 200	200,000	1TZS PER IMP
PHOTO STRIP	1	200 x 200	200,000	1TZS PER IMP
<b>ARTICLE WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	900,000	1TZS PER IMP
RIGHT SQUARE BANNERS	2	300 x 250	500,000	1TZS PER IMP
IN-CONTENT BANNER (PRIME)	1	300 x 250	600,000	1TZS PER IMP
STRIP BANNER (LEADER BOARD)	1	728 x 90	700,000	1TZS PER IMP
<b>SECTIONS WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	900,000	1TZS PER IMP
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STRIP BANNER (LEADER BOARD)	3	970X70	500,000	1TZS PER IMP
<b>MOBILE SITE HOME PAGE</b>				
STRIP BANNER (PRIME)	3	300X100	500,000	1TZS PER IMP
SQUARE BANNER	1	300X250	800,000	1TZS PER IMP
<b>MOBILE ARTICLE WEB PAGES</b>				
STRIP BANNER (PRIME)	1	970 x 70	1,000,000	1TZS PER IMP
SQUARE BANNERS	2	300 x 250	400,000	1TZS PER IMP
<b>MOBILE SECTION PAGE</b>				
STRIP BANNER (PRIME)	1	970 x 70	800,000	1TZS PER IMP

### ALL SOCIAL MEDIA MENTIONS | 50,000 PER POST/PLATFORM

YOUTUBE	RATES
Bottom Banner	1,230,000
L-Shaped Banner	1,400,000
Sponsored Logos	600,000
Background Sponsor	2,000,000
Video (15Secs)	800,000
Video (30Secs)	1,200,000
Video (45Secs)	1,500,000

### E-PAPER MARKET PRICE

	DAILY	MONTHLY	3 MONTHS	6 MONTHS
SINGLE COPY	500	15,000	45,000	90,000
5 - 10 COPIES	2,500	71,000	207,000	405,000
FROM 10 > COPIES	5,000	5% Discount of the total amount	8% Discount of the total amount	10% Discount of the total amount
<b>NEWSSTANDS PRICE</b>				
PRICE	REVENUE SHARE	PAPER		
500	70/30	MWANANCHI		
500	70/30	CITIZEN		
350	70/30	MWANASPOTI		

**ALL RATES ARE VAT EXCLUSIVE**

**ADVERTISING DEPARTMENT**

Samora Avenue Harbour View Tower, 4th Floor, Dar es Salaam, Tanzania

Tel: 022-2120791, 0754006618, Fax: 022-2120897

Email: [advertising@mwananchi.co.tz](mailto:advertising@mwananchi.co.tz) | [customers@mwananchi.co.tz](mailto:customers@mwananchi.co.tz) | Website: [www.mwananchi.co.tz](http://www.mwananchi.co.tz)