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For adverts booking, please call: +44 7424 740833 +2349032573137

a) Website Display Ads:

FORMAT	DESCRIPTION	PLACEMENT	WEEKLY RATE	MONTHLY RATE
Masthead	468 x 60	Home, section and article page	N300,000	N1,000,000
Leaderboard	728 x 90	Home, section and article page	N200,000	N750,000
MPU (Side Bar)	300 x 250	Home, section and article page	N120,000	N450,000
Article Leaderboard	728 x 90	Article pages	N150,000	N550,000
Article MPU (Side Bar)	300 x 250	Article pages	N90,000	N350,000
Section Leaderboard	728 x 90	Section page	N175,000	N650,000
Section MPU (Side Bar)	300 x 350	Section page	N100,000	N375,000

b) Website Sponsored Contents:

FORMAT	DESCRIPTION	PLACEMENT	MONTHLY RATE
Sponsored Article	1 Article with a maximum of 10 images	Article & Section pages	N70,000
Sponsored Article	1 Article with up to 10 images and a video	Article & Section pages	N100,000
Sponsored Article (Political)	1 Article with up to 10 images and a video	Article & Section pages	N180,000
Sponsored Article	1 Article with a Maximum of 3 images	Article & Section pages	N50,000
Branded Content	Development and publishing of content	Article & Section pages	N150,000
Post Article Blurb	Hyperlink Text below article (35 words maximum)	Article & Section pages	N150,000
Publishing to social media	Sponsored Content to social media	Daily Trust Facebook, Instagram & Twitter	+N100,000

c) Social Media Ads

FORMAT	DESCRIPTION	PLACEMENT	DAILY RATE
Image Post on Facebook, Instagram or Twitter	Image Post and caption on either Facebook, Instagram or Twitter	Page Feed	N75,000
Video Post on either Facebook, Instagram or Twitter	Video Post and caption on either Facebook, Instagram or Twitter	Page Feed	N100,000
Carousel Post on Facebook or Instagram	10 or less photos and videos in one carousel post on either Facebook, Instagram or Twitter	Page Feed	N150,000
Pinned Post on Facebook, Instagram or Twitter	One photo or video post pinned to the top of either our Facebook, Instagram or Twitter page for 1 day	Top of Page	N120,000
Post on Facebook, Instagram or Twitter Stories	Up to 5 photos or 15 seconds of video on either our Facebook, Instagram or Twitter stories for 24 hours	Feed	N75,000
Facebook or Instagram Live Session (Interview)	1 hour interview on Daily Trust Facebook or Instagram Live	Page Stories Facebook or Instagram Live	N250,000

d) Podcast: Daily Shows (Baked in, Pre-recorded)

AD TYPE	60 SECS	45 SECS	30 SECS	15 SECS	10 SECS
PRE-ROLL	-	-	N75,000	N40,000	N30,000
MID-ROLL	N75,000	N60,000	N40,000	N20,000	N15,000
POST-ROLL	-	-	N65,000	N35,000	N25,000

Weekly Shows (Host Read, Pre-recorded)

AD TYPE	60 SECS	45 SECS	30 SECS	15 SECS	10 SECS
PRE-ROLL	-	-	N80,000	N45,000	N35,000
MID-ROLL	N90,000	N70,000	N45,000	N25,000	N17,500
POST-ROLL	-	-	N65,000	N35,000	N25,000

Sponsorship of Weekly Shows

i. Primary Sponsor with Pre-Roll

One unit of 15 Second Pre-roll ad and one unit of 45 Second Mid-roll ad
 -1 Episode - N80,000
 -4 Episodes (1 Month) - N300,000

ii. Secondary Sponsor with Post-Roll

One unit of 15 Second Post-roll ad and one unit of 45 Second Mid-roll ad
 -1 Episode - N75,000
 -4 Episodes (1 Month) - N275,000

Online Live Coverage (Over 1M Audience)

FORMAT	DESCRIPTION	RATE
LIVE on all Social Networks Facebook Instagram YouTube etc	First 2hrs	750K
	Subsequent hours	500K