



## NEWS NINE KENYA

### ADVERTISING RATECARD 2020

#### Banner Advertising (CPM Rates per 1000 Impressions)

Google Display Ads	Ad Space	\$
Homepage	Square Banner	0.5
	Leader Board	0.45
Category Page	Square Banner	0.45
	Leader Board	0.3
Article Page	Square Banner	0.45
	Leader Board	0.3

Innovative ads

Roadblocks/Skin

\$1000 per day

Social Media Marketing

	Rate (Kshs)	Duration
5,000 Impressions on Twitter	25,000	1 week
35,000 Reach on Facebook	25,000	1 week
YouTube (2-5 seconds)	50,000	1 week

## Articles

	Rates (Kshs) per article
Article done by client	50,000
Article by News 9 editorial	80,000
Back linking	150,000
Native Banner article advert	200,000

Search Engine Optimization (SEO)	\$400	Per week
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**NEWS 9**

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