



# ADVERTISING

on ESSENTIALAFRICA.com

ESSENTIALAFRICA.com offers numerous online advertisement opportunities to meet your marketing needs across Africa.

There is a selection of placement options for your advertisement on:

- (1) the premium location main 'home page' of [www.essentialafrica.com](http://www.essentialafrica.com)
- (2) a specific country homepage – with a choice of all African countries
- (3) a specific category home page – ranging from news, travel, business to sports and entertainment
- (4) a search result page – relating to relevant country and category

There is a maximum rotation of 3 adverts per position on a specific page.

## Creative Specs and Rates

Skyscrapers (vertical banners), Rectangles and Buttons are found on the right hand side of the page. The Bottom Horizontal Banner is found at the bottom of the page.

Advertisers have the creative freedom in the design of their adverts within the boundaries of our Advertisement terms and technical specifications. All digital material must be supplied by the advertiser. Should editorial services be required, ESSENTIALAFRICA.com charges an additional fee for writing / editing and designing.

### Served files: GIF, JPEG, Flash:

- (1) A maximum file size of 30K depending on the advert choice.
- (2) Sponsor Links have a maximum length of 50 characters and is limited to one line of text.
- (3) Animation may not exceed 30 seconds. A maximum of 4 frames allowed. No excessive strobing.

*Note:* ESSENTIALAFRICA.com uses a white background and reserves the right to put a 1-pixel border around any ad that does not include definitive boundaries when placed in the site should the site manager / designer consider it necessary.

### Early Bird Special:

**20 % discount** applicable on all prices until **1 June 2010**

**Contact: [advertising@essentialafrica.com](mailto:advertising@essentialafrica.com)**

*(Click to View)* **Advertising Terms and Conditions**



## ADVERTISING RATES 2010

DESCRIPTION	PIXEL SIZE	MAX FILE SIZE	ESSENTIAL AFRICA MAIN HOME PAGE		CATEGORY HOME PAGE		COUNTRY HOME PAGE		SEARCH RESULT PAGE	
			One Month	Per 1000 Impressions	One Month	Per 1000 Impressions	One Month	Per 1000 Impressions	One Month	Per 1000 Impressions
Full Skyscraper	190 x 600	30k	3000	27	2000	22	2000	22	1500	17
	160 x 600	30k	2800	25	1900	20	1900	20	1400	15
Half Skyscraper	190 x 300	30k	1500	22	1000	17	1000	17	750	12
	160 x 300	30k	1400	20	900	15	900	15	650	10
Rectangle	190 x 160	25k	1200	18	650	13	650	13	450	8
	160 x 190	25k	1000	18	650	13	650	13	450	8
Button	190 x 150	25k	1100	17	500	12	500	12	300	7
	160 x 150	25k	900	15	400	10	400	10	200	5
Bottom Horizontal Banner	552 x 100	30k	2500	20	2000	15	2000	15	1500	10
	732 x 100	30k	3000	25	2500	20	2500	20	2000	15
Sponsor Link			400	9	300	7	300	7	150	5

**\*NOTE\***

- An impression is the number of times an entire page, including the ads, is viewed by one of our readers
- All prices are in USD(\$) and excluding VAT; discounts (when applicable) still to be applied