



www.premiumtimesng.com

Online Media Kit

GOLD BANNER (Left - 180x90): Situated at the top left corner of the web page. It accommodates one product at a time. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website.

DIAMOND BANNER (728x90): Situated at a strategic position below the TOP STORY section of the website but this is a static Ad of just one (1) product.

SILVER BANNER (728x90): Situated below the LATEST VIDEOS section of the website but this is a static Ad of just one (1) product.



LAYOUT & DESCRIPTION

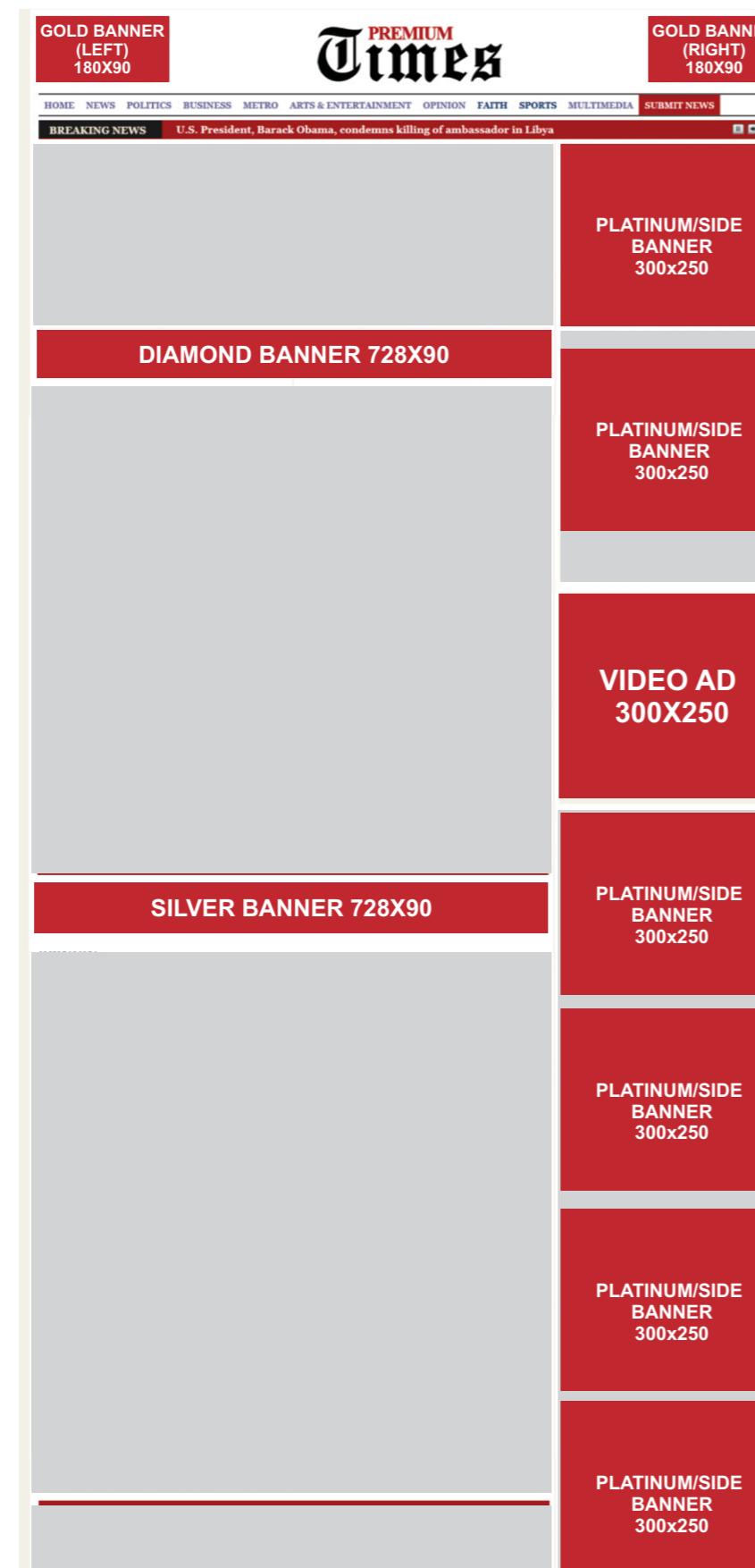
GOLD BANNER (Right - 180x90): Situated at the top left & right corner of the web page. They both accommodate one product at a time. The Ad may come as JPEG or a .GIF animation. These Banners appear on all navigation pages of the website.

PLATINUM BANNER (300x250): Situated on the right of the TOP STORY. This Banner appears on all navigation pages of the website.

VIDEO AD: Your Video adverts/Jingles/Montages goes here.

ADVERTISING: LAYOUT & PLACEMENTS

HOME PAGE



This screenshot shows a Premium Times story page. At the top, there is a navigation bar with links to various sections like Home, News, Investigations, Business, Health, Agriculture, Arts/Life, Sports, Projects, and World Cup 2018. Below the navigation is a prominent advertisement for 'BUA CEMENT' with the tagline 'The New King of CEMENT'. A red arrow points from the left towards this ad. The main article headline is 'Inside EFCC report on corruption allegations against Obasanjo'. The article includes a photo of Olusegun Obasanjo and several paragraphs of text. To the right of the main content, there are several sidebar ads: 'Search Our Stories', 'Advertisement', 'TAX DID IT ...Lagos Is Working. Pay Your Tax', 'Police Patrol Vehicles', 'LAGOS STATE INTERNAL REVENUE SERVICE', 'LIST OF UNIVERSITIES APPROVED FOR POST-GRADUATE PROGRAMMES', 'CLICK TO VIEW FULL LIST', 'President Buhari's Jigawa Visit, a laughable charade — PDP', 'READ FULL STATEMENT HERE', 'WARNING', 'LIST OF ILLEGAL UNIVERSITIES CLOSED DOWN BY NUC', 'CLICK TO VIEW FULL LIST', 'I never described Malabu as a 'presidential scam', mischief-makers after', 'Download full reaction here', and 'COURT DECLARED ME WANTED TO EMBARRASS ME - INNOSON BOSS, INNOCENT CHUKWUMA'.

STORY PAGE

BRONZE BILLBOARD 1 - 728x90px
BRONZE BILLBOARD 2 - 970x250px
 This billboard banners leads our article pages. It precedes the headline of all our stories.

STORY BREAK-INS (468x60):
 This banner is placed in-between ALL stories.
 Its placed in 3 strategic locations (10th, 20th & 32nd paragraphs) in the body of stories. Readers get to see the Advert while reading any story.

ADVERTISING: POLITICAL (Premium | Compact | Classic)

Our Offer	Premium (2months)	Compact (1month)	Classic (1month)
Profiling	1	1	1
Interviews	2	1	1
Features	3	2	1
Press Releases	10	6	3
Banner	8 weeks	4 weeks	2 weeks
Videos (60 seconds)	4 weeks	2 weeks	1 week

	Unit Price	8 week	4 weeks	4 weeks	Single Package (N)
		Premium	Compact	Classic	
Profiling	300,000	300,000	300,000	300,000	420,000
interview	250,000	500,000	250,000	250,000	350,000
Features	250,000	750,000	500,000	250,000	350,000
Press Release	150,000	1,500,000	900,000	450,000	210,000
Banner	450,000	3,600,000	1,800,000	900,000	630,000
Videos	250,000	1,000,000	500,000	250,000	350,000
	1,650,000	7,650,000	4,250,000	2,400,000	

*** Kindly note that all price are VAT exclusive

ADVERTISING: Regular & Special Projects

Slot Name	Size (pixels)	Price (weekly) (vat. exclusive)	Political (vat. exclusive)
Gold Banner	180 x 90	N 450,000	N 585,000
Platinum/Side Banner	300 x 250	N 450,000	N 585,000
Diamond Banner	728 x 90	N 400,000	N 520,000
Silver Banner	728 x 90	N 250,000	N 325,000
Bronze Billboard 1	728 x 90	N 500,000	N 650,000
Bronze Billboard 2	970 x 250	N 700,000	N 910,000
Story Break-Ins (Para. 10)	468 x 60	N 450,000	N 585,000
Story Break-Ins (Para. 20)	468 x 60	N 350,000	N 455,000
Story Break-Ins (Para. 32)	468 x 60	N 250,000	N 325,000
Video Ad	300 x 250 (expandable)	N 300,000 (60secs Video Ad)	N 390,000
Classifieds	250 x 250	N 5,000	

Special Projects;

- Documentaries
- Event Coverage
- Special reports
- Photo Splash/Gallery

Advertiser

Pricing: Call +234(0)817 024 7220

ADVERTISING: Social Media

Our Presence;

Facebook: <https://fb.me/premiumtimes>

Twitter: [@premiumtimesng](https://twitter.com/@premiumtimesng)

Instagram: [@premiumtimes](https://www.instagram.com/@premiumtimes)

What We Offer;

Platform	Frequency (per Day)	Price (vat. exclusive)
Facebook	2 Posts	N 100,000
Twitter	5 Tweets	N 100,000
Instagram	Photos (up to 10)	N 50,000
	Videos (60secs)	N 100,000

Post Pining: Facebook & Twitter

Platform	Frequency	Price (vat. exclusive)
Facebook	1 hour	N 150,000
Twitter	1 hour	N 100,000

TECHNICAL SPECIFICATIONS

1. Creatives can be in either of the following formats:

- a) .jpg
- b) .png
- c) .gif
- d) .flv/.mp4 (For Video Ad)

2. Banner size should not exceed 250kb except for Video Ad

POLICY

1. Our advertorial policy derives essentially from the spirit of our editorial policy and to that extent, it accommodates all range of commercial, opinion, view point, testimonies or contention with the strict exception of homophobia, pornography, defamation and abuse of religious and ethnic sensibilities
2. To that extent we accept political and non-political adverts.
3. All adverts however, must meet the ethical standards of the Advertising Practitioner Council of Nigeria (APCON).
4. All adverts must be received 1 week ahead of placement date to allow for production, testing and quality assurance. Campaigns will commence when evidence of payment has been received.
5. Notice of extension of placement must be received 3 days, 1 week and 1 month in advance for weekly, monthly and yearly advert placements respectively.
6. In event that no notice of extension is received within the stipulated time frame, the advert campaign will be terminated at the expiration of the contract.

ABOUT US

Premium Times Services Ltd., publishers of “Premium Times”- an online news brand of both local and international repute - is a media company with headquarters in Abuja, offices in Lagos and Washington D.C. and representatives across Nigerian states.

We have a vision to help strengthen Nigeria's democracy, advance the competitive edge of our economy, the well-being and the rights of the people, promote and enrich their cultural practices and advocate for best practices, good governance, transparency and human rights, in line with the values expected of a modern democratic state.

Proprietors of the organisation believe that of all the institutions of a modern democracy, the role of the media is a pre-eminent one that is best understood in promoting accountability and transparency in government.

We believe that the media can help forge new communities, pursue political and social agenda in support of a better society, and help build visions of hope and resistance.

Sadly the media can also lead in negative directions: dividing people and truncating hope and vision.

In our country, the media has played both roles at different times in our history.

Premium Times believes that the time has come for Nigeria to embrace the challenge of progress and development in a substantial, concrete sense.

As a result of this, we have brought a huge commitment to offer our country the type of media that will advocate for the people, and nudge our nation towards the path of development and social re-engineering.

We are of the view that, in terms of its formal processes and philosophy of its content, the new media that will help spur the challenge of educational revolution, cultural rebirth, and economic development in Nigeria, must be reflective, thoughtful, analytical and empathetic, without a sense of entitlement and insularity.

We have come to fill that lacuna and raise the bar of journalism in our country.

We plan to publish across all formats, beginning with this online platform, where we hope to appeal to the swelling ranks of our young and middle class elites, with a vision of the future and belief in social change.

No other online media in Nigeria equals our footprint in the African region particularly in West Africa and South Africa.

We have proudly earned our bragging rights as the leading online platform in breaking news, analytical delivery, social responsibility, and informed commentaries.

Above all we have come to be seen as the reference point on investigative reporting, and multimedia news delivery, with a robust feedback mechanism, and the most engaging reach to the Nigerian youth.

Currently as an online platform, **Premuimtimesng.com** sharply contrasts from its peers which are mere news aggregators, by operating a truly professional news operation based on sound ethics.

All our content is verified and published on the best judgment of our editors.

No news is purchased here

EDITORIAL MANAGEMENT TEAM

The management team of Premium Times consists of a highly skilled and experienced workforce, led by:

Mr Dapo Olorunyomi - Publisher/Chief Executive Officer

Mr Dapo Olorunyomi is an award-winning reporter and writer with varied experience in Nigeria and internationally. He is one of the two only Nigerian past recipients of the International Editor of the Year Award and has won the Freedom to Write Award from PEN(West), as well as the National Association of Black Journalists Press Freedom Award. He also recently received a Lifetime Achievement Award from DAME (Diamond Awards for Media Excellence) and Fellowship of the Nigerian Institute of Journalism. He was a co-founder of The News magazine in Lagos, one-time policy director and chief of staff at the Economic and Financial Crimes Commission (EFCC), and the founder of the Wole Soyinka Centre for Investigative Journalism (WSCU).

Mr Musikilu Mojeed- Editor-in-Chief/Chief Operating Officer

Mr Musikilu Mojeed, a multiple award-winning journalist, worked at The News/TEMPO Magazine, TELL Magazine, PUNCH newspaper and NEXT. He is one of Nigeria's and Africa's most regarded investigative journalists, and journalism trainers. He was a 2009 Ford Foundation International Fellow at The City University of New York, and a 2012 Knight Journalism Fellow at Stanford University in the United States. Mr. Mojeed was a judge of the annual UNESCO's World Press Freedom Award. He shared a Pulitzer for his team's groundbreaking reporting on the Panama Papers and has also been honoured with the Global Shining Light Award, FAIR's Editor's Courage Award, and the Wole Soyinka Investigative Reporting Awards.

Messrs. Olorunyomi and Mojeed lead a group of talented, experienced and award-winning editors, reporters, writers and administrators, including Africa's and Nigeria's Investigative Journalist of the Year 2018.

The team also consists of seasoned and informed columnist and opinion writers from diverse works of life who comment on national and global issues regularly.

The Digital Strategy & Technology department is made up of a group of young and talented individuals who are dedicated to ensuring that the technology aspects of the platform are fully functional and meet all the expectations of our clients and audience alike.

The administrative department consists of highly qualified administers, accountants, advert executives, business development executives among others, who are all dedicated and committed to ensuring the realization of the goals of the company.

CONTACT US

NIGERIA

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