

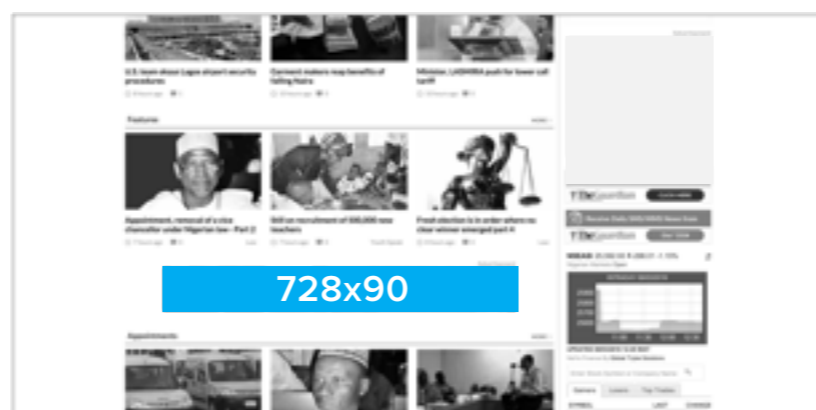
Ad Unit	Dimensions	Specs	CPM rates	Territory	Site Section/Category
Large Leader board	970 x 90 px	Swf, Gif, Jpeg, Png (<60 kb)	₦990	Nigeria	Guardian News
Leader board	728 x 90 px	Swf, Gif, Jpeg, Png (<60 kb)	₦770	Nigeria	Guardian News
Double MPU	300 x 600 px	Swf, Gif, Jpeg, Png (<60 kb)	₦660	Nigeria	Guardian News
MPU	300 x 250 px	Swf, Gif, Jpeg, Png (<40 kb)	₦770	Nigeria	Guardian News
Full Banner (Bottom)	885 x 200 px	Swf, Gif, Jpeg, Png (<60 kb)	₦660	Nigeria	Guardian News
Mobile Banner / MPU	320 x 50 px, 300 x 250px	Swf, Gif, Jpeg, Png (<40 kb)	₦400	Nigeria	Guardian News
Video Advertising	Standard	Webm, Mp4, Video codec: H264, Vp8	₦2,000	Nigeria	Guardian TV
All ad Unit	All Dimensions	Swf, Gif, Jpeg, Png (<60 kb)	\$3	USA only	Guardian News
All ad Unit	All Dimensions	Swf, Gif, Jpeg, Png (<60 kb)	£2.5	UK only	Guardian News

**NON STANDARD ADS (PR AND SOCIAL MEDIA RATES)**

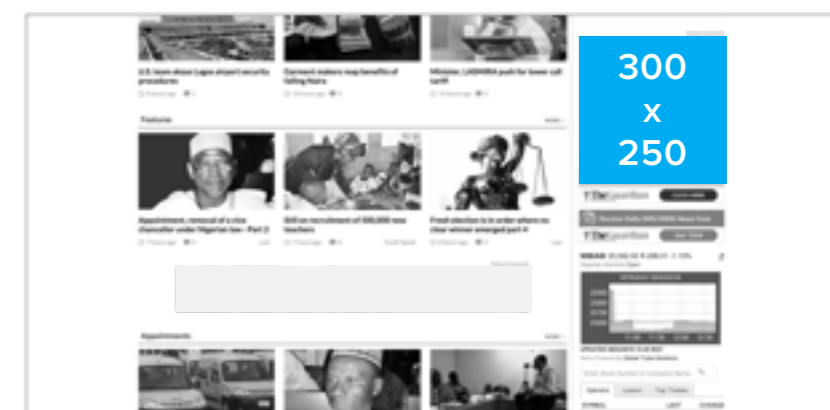
Advertorial	Duration	Cost (₦)
Sponsored Articles	Per Post	100,000
Sponsored Video Post	Per Post	120,000
Sponsored Social media Post per Channel	Per post	50,000
Live Tweet Chat -Sponsorship	N/A	To be confirmed based on requirement



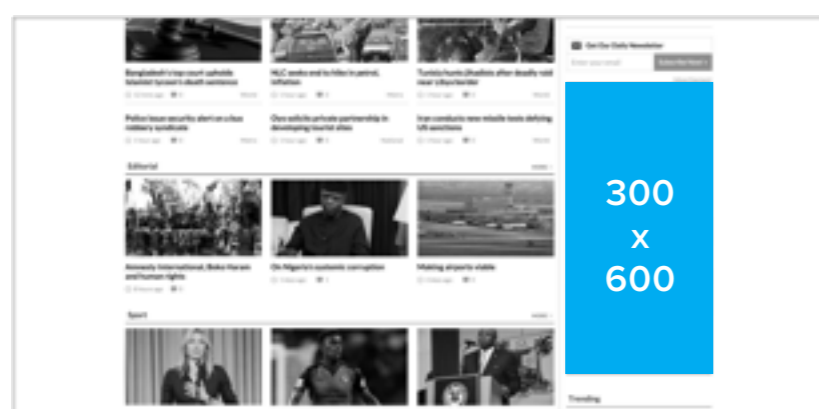
Large Leader board



Leader board



MPU



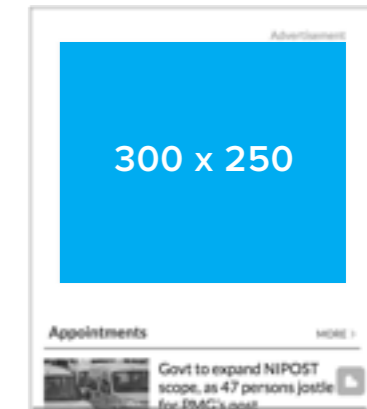
Double MPU



Video Pre-roll



Mobile Banner



Mobile MPU