

**LET'S GIVE YOUR BRAND A STRONG VOICE AND PROFITABLE
VISIBILITY IN THE MEDIA CONVERGENCE ARENA TODAY.**

Read our media pack for details.

ADVERTISEMENT POLICY AND RATES.

1. Newpost Africa Media Publishing® upholds the utmost advertising standards and ethical requirements in all our platforms to fulfil our responsibilities of trust to society, and we expect all advertisers to do the same.
2. Payment is required for all advertisement categories before publication or campaigns, or covered by the New Post Africa Media Publishing® agency-partner-guaranteed credit availability agreement.
3. Adverts must meet the requirements outlined in government regulations and other similar bodies from their originating countries or those governing the targeted audience locations. Such legally empowered bodies include the Advertising Practitioner Council of Nigeria (APCON), the Advertising Association of Ghana (ASG), the Advertising Standards Authority of South Africa (ASA), the Advertising Standards Body of Kenya (ASBK), the Federal Trade Commission Act in the United States, the UK's Advertising Standards Authority (ASA) and others from their respective jurisdictions.
4. The Newpost Africa Media Publishing platform is for all sides of the story. Therefore, we operate a strict policy of clearly differentiating editorial materials from advertisements. Thus, we reject adverts that imply or covertly contain colours, text and other identities that the public associate our brand with. And, if it becomes imperative to establish these differentiations in our judgement, we reserve the right to tag an advertisement with "**advertisement**".
5. Whilst Newpost Africa Media Publishing maintains the right to reject any advertisement it considers unhealthy per governmental laws and requisite regulations, we typically accept most, except those with the following violations:
 - (a). Ads that are fake, inaccurate, or misleading.
 - (b). Ads with unlawful materials/content.
 - (c). Ads containing inappropriate and vulgar language or promoting physical, emotional, religious, and sexual violence.
 - (d). Religious, racial and ethnic offensive materials.

- (e). Blind ads, i.e. those with faceless sponsors.
- (f). Gambling, tobacco, gun ads and other prohibited materials.
- (g). Ads promoting the discrimination of people based on their religion, sex and sexual orientation, race, ethnic nationality, age, marital status, people with disability, environmental degradation, etc.
6. We accept advertisements for sports, cultural, music, art events and others sponsored by tobacco or gambling companies in as much as there shall be no direct offers of tobacco products or gambling consoles inserted in the ads.
 7. All Political advertisements articles and opinion advertisements (Op-eds) must be subjected to the guidelines stipulated above.
 8. Advertisers must submit their materials five (5) days before the campaign kick-off/placement date.
 9. Advertisement extension notice must be sent in three (3) days for weeklong running adverts and twenty (20 days) for monthlong running and longer period campaigns.
 10. All non-extended adverts campaigns terminate at midnight on the last run day.

ADVERTISEMENT RATES				
S.NO.	CLASSIFICATION	SIZE	WEEKLY (VAT Inclusive)	POLITICAL (VAT Inclusive)
1	The Everest Space	972x252px	\$650	\$850
2	The Kilimanjaro Space	730-92px	\$453	\$665
3	The Benue River Space	302x252px	\$285	\$502
4	The Niger River Space	730x92px	\$152	\$302
5	Page top paragraph story break-ins ads	730 x 92	\$405	\$485
6	Page middle paragraph story break-in ads	730 x 92	\$205	\$505
7	Page down paragraph story break-ins ads	730 x 92	\$205	\$405
8	Video Adverts (must be expandable with a 60-second runtime.	302 x 252	\$235	\$295
9	Classified Adverts	252 x 252	\$3	\$8
10	Live Event Coverage and Others	Please, call or send us an email for clarification.		
Social Media Campaigns Packages				
	Media	No. of Posts	Duration	Price
11	• Facebook	6 posts	24 Hours	\$100
12	• Twitter	6 posts	A day	\$80
13	• Instagram	6 posts	A day	\$80
14	• TikTok	6 posts	A day	\$80
15	• YouTube	6 posts	A day	\$80

Advert Materials Specifications and Video Dimensions				
	Acceptable file formats	Sizes	Dimensions	Frames
	PNG	250kb	250kb	
	GIF	250kb		
	JPG	250kb		
	flv/.mp4 (video)		1920 x 1080 pixels with 16:9 aspect ratio.	Portrait or Landscape

- All advertisement inquiries are received at:
Email: adverts@newpostafrica.com
WhatsApp: +234 913 452 8315.
- Please, contact us for Naira and other currencies rates.
- **Account details for a direct bank transfer of your advert payments:**

**MAKE A DIRECT TRANSFER
TO OUR NIGERIA BANK ACCOUNT:**

Bank Name: **ZENITH BANK PLC**
 Account Number: **000000000**
 Account Name: **NEWPOST AFRICA MEDIA PUBLISHING**
 Currency: **NAIRA**
 Transaction Reference: **ADVERT PAYMENT**

NAIRA ADVERT PAYMENTS

**MAKE A DIRECT FX TRANSFER
THROUGH THE ROUTING DETAILS BELOW:**

Correspondent Bank: **CITIBANK, NEW YORK.**
 Swift Code: **CITIUS33**
 ABA Number: **0000000000**
 For Credit Of: **ZENITH BANK PLC, NIGERIA.**
 For Final Credit Of: **NEWPOST AFRICA MEDIA PUBLISHING**
 Beneficiary's Account No with ZENITH BANK PLC: **0000000000**
 Transaction Reference: **ADVERT PAYMENT**

USD ADVERT PAYMENTS

All payments are duly acknowledged and official receipts issued within 24 hours.

Thank you for your business!

**MANAGEMENT
NEWPOST AFRICA MEDIA PUBLISHING®**

Advertisement policy and rates.

All rights reserved. 2024-2026, Newpost Africa Media Publishing®.