

## **A. Advertisement Policy**

1. Newpost Africa Media Publishing® upholds strict advertising standards and ethical requirements across all platforms to maintain public trust, and we expect advertisers to do the same.
2. Payment is required for all advertisement categories before publication or campaigns, unless covered by the agency-partner-guaranteed credit agreement.
3. Adverts must comply with regulations of their originating countries or targeted audience locations, including APCON (Nigeria), ASG (Ghana), ASA (South Africa), ASBK (Kenya), FTC Act (USA), UK ASA, and other relevant authorities.
4. Editorial materials must be clearly distinguished from advertisements. We reject adverts that mimic our brand identity, and reserve the right to tag any advert as “advertisement” if necessary.
5. We may reject adverts deemed unlawful or unhealthy, including:
  - a) Fake, inaccurate, or misleading ads.
  - b) Ads with unlawful content.
  - c) Ads with vulgar language or promoting violence.
  - d) Offensive religious, racial, or ethnic materials.
  - e) Blind ads (faceless sponsors).
  - f) Gambling, tobacco, gun ads, and other prohibited content.
  - g) Ads promoting discrimination based on religion, sex, sexual orientation, race, nationality, age, marital status, disability, or environmental harm.
6. Ads for sports, cultural, music, and art events sponsored by tobacco or gambling companies are accepted, provided they contain no direct product offers.
7. Political and opinion adverts (Op-eds) must follow these guidelines.
8. Advertisers must submit materials five (5) days before campaign start.
9. Extension notices must be sent three (3) days before the end of weeklong ads, and ten (10) days before monthlong or longer campaigns.
10. Non-extended campaigns terminate at midnight on the final run day.

## B. 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.		
<b>Social Media Campaigns Packages</b>				
	<b>Media</b>	<b>No. of Posts</b>	<b>Duration</b>	<b>Price</b>
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
<b>Advert Materials Specifications and Video Dimensions</b>				
	<b>Acceptable file formats</b>	<b>Sizes</b>	<b>Dimensions</b>	<b>Frames</b>
	PNG	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@newpostafrika.com **and copy** newpostafrika1@gmail.com  
**WhatsApp:** +234 913 452 8315.

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

Thank you for your business!

**BRANDS PARTNERSHIP & MARKETING DEPARTMENT  
 NEWPOST AFRICA MEDIA PUBLISHING®**

Advertisement policy and rates.  
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