



**Give your brand a powerful voice and profitable visibility in today's media convergence arena.**

**[Read our media pack for details.](#)**

## **Advertisement Policy and Rates**

### **1. Standards and Ethics**

Newpost Africa Publishing and Communications Services® upholds the highest advertising standards and ethical requirements across all platforms. We are committed to maintaining public trust and expect all advertisers to adhere to the same principles.

### **2. Payment Terms**

Payment is required for all advertisement categories before publication or campaign launch, unless covered by a Newpost Africa Publishing and Communications Services® agency partner guaranteed credit agreement.

### **3. Regulatory Compliance**

All advertisements must comply with regulations set by legally empowered bodies in their originating countries or target audience jurisdictions. These include, but are not limited to:

- APCON (Nigeria)
- ASG (Ghana)
- ASA (South Africa)
- ASBK (Kenya)
- FTC Act (United States)
- UK ASA (United Kingdom)

### **4. Editorial Independence**

We strictly differentiate editorial content from advertisements. Ads that mimic Newpost Africa's brand identity (colours, text, or design elements) will be rejected. Where necessary, we reserve the right to tag content explicitly as "advertisement."

### **5. Prohibited Content**

While most ads are accepted, we reject those containing:

- Fake or misleading claims
- Unlawful materials
- Vulgar or violent language
- Offensive religious, racial, or ethnic content

- Blind ads with faceless sponsors
- Gambling, tobacco, firearms, or other prohibited products
- Discriminatory content based on religion, sex, sexual orientation, race, ethnicity, age, disability, or environmental harm.

**6. Event Sponsorships**

Ads for sports, cultural, music, and art events sponsored by tobacco or gambling companies may be accepted, provided they do not directly promote tobacco products or gambling consoles.

**7. Political and Opinion Ads**

All political advertisements, articles, and opinion pieces (Op eds) must comply with the above guidelines.

**8. Submission Timeline**

Advertisers must submit materials at least five (5) days before the campaign launch date.

**9. Extension Notices**

- Week-long campaigns: extension requests must be submitted three (3) days before expiry.
- Month-long or longer campaigns: extension requests must be submitted twenty (20) days before expiry.

**10. Termination of Campaigns**

All non-extended campaigns automatically terminate at midnight on the final scheduled day.

| ADVERTISEMENT RATES |                                                             |                                            |                           |                                 |
|---------------------|-------------------------------------------------------------|--------------------------------------------|---------------------------|---------------------------------|
| S.NO.               | CLASSIFICATION                                              | SIZE                                       | WEEKLY<br>(VAT Inclusive) | POLITICAL<br>(VAT<br>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                   | Pade 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 email us for clarification. |                           |                                 |
|                     | Social Media Campaigns Packages                             |                                            |                           |                                 |
|                     | Media                                                       | No. of<br>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   |                                            |                       |
|                                                      | 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](mailto:adverts@newpostafrika.com) and [newpostafrika1@gmail.com](mailto:newpostafrika1@gmail.com)  
**WhatsApp:** +234 913 452 8315.
- **Account details for a direct bank transfer of your advert payments:**

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

- Bank Name: **GLOBUS BANK NIGERIA LIMITED**
- Account Number: **1000605266**
- Account Name: **NEWPOST AFRICA PUBLISHING AND COMMUNICATIONS SERVICES**
- Currency: **NAIRA**
- Transaction Reference: **ADVERT PAYMENT/OTHERS**

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

- Correspondent Bank: **UBA, NEW YORK.**
- BIC: **UNAFUS33**
- Routing number: **026000110**
- BENEFICIARY BANK  
Name: **GLOBUS BANK LIMITED**
- BIC: **GLOUNGLA**
- Account Number: **50017150003629**
- For Final Credit To: **NEWPOST AFRICA PUBLISHING AND COMMUNICATIONS SERVICES**
- Beneficiary's Account No: **5000171923**
- Transaction Reference: **ADVERT**

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

Thank you for your business!

**MANAGEMENT**

**NEWPOST AFRICA PUBLISHING AND COMMUNICATIONS SERVICES®**