



Media Kit

Media Kit: Africannews.net

About Africannews.net:

Africannews.net is your premier source for up-to-date news from every country across Africa. We streamline access to news websites, offering a direct conduit to a wealth of information on African subjects. Our platform serves as a bridge between various online media sources and a vast audience.

Audience and Usage:

Africannews.net caters to a diverse array of individuals and organizations interested in Africa and its multifaceted subjects. Our audience includes:

1. Residents: Seeking comprehensive information on local and regional developments.
2. Travelers: Accessing insights and guidance for exploring African countries.
3. Students and Academic Professionals: Gathering research materials and scholarly resources.
4. Business Executives: Staying informed about African markets and industry trends.
5. Governmental and Non-Governmental Institutions: Collecting data and intelligence on the African continent.
6. Diaspora: Maintaining connections with their home countries from afar.
7. Press and Media Professionals: Utilizing primary sources for accurate and timely African news coverage.

Advertising Opportunities:

Partnering with Africannews.net provides advertisers with a unique platform to engage with a highly targeted audience interested in African affairs. Our

extensive reach and focused demographics ensure maximum exposure and impact for your advertising campaigns.

Connect with Us:

For advertising inquiries, collaborations, or further information, please contact us at [email address] or visit our website [website link].

Stay Connected:

Follow us on social media:

- **Twitter: @africanewssite**

Thank you for considering Africanews.net as your advertising partner. We look forward to helping you connect with your target audience effectively.

Advertise with us.

Africanews.net proposes different kinds of advertisements in order to reach your audience target and meet your campaigns objectives. We customize advertising and sponsorship packages adapted to each case to create a significant impact.

Africanews.net offers advertisers a wide range of advertising spaces to choose from, in all pages of our website.

We propose three different advertising layouts: banner, button, skyscraper and inline text ads.

Each one of them is placed in a specific area of the website. They are all included in a package with five ads you can purchase from us.

Banner:

Banner can appear on the home page or any pre-selective country page of the African continent.

Size: 728w x 90h pixels

Format: jpg or gif file format

Skyscraper:

Skyscraper is also static and is located at the page corner. It can appear on the home page (main navigation page) or on any pre-selected pages.

Size: 120w x 600h pixels

Format: jpg or gif format.

Square :

Square is also static and is located at the page corner. It can appear on the home page (main navigation page) or on any pre-selected pages.

Size: 345w x 345h pixels

Format: jpg or gif format.

Button:

Button advertising is static and is located at the bottom of the page. There are three buttons available. Buttons can appear on the home page (main navigation page) or on any pre-selected pages.

Size: 120w x 60h pixels

Format: jpg or gif file format

Sponsored Links:

Sponsored links are up to Three lines of text up to 50 text characters on each line. they can appear on the home page (main navigation page) or on any pre-selected pages.

Size: 120w x 600h pixels

Format: jpg or gif format.

Advertising Rates

For the Home page

<u>Ad Layout</u>	<u>Dimensions</u>	<u>1 month</u>	<u>6 months</u>	<u>12 months</u>
Banner	728w x 90h	\$400	\$1,920	\$3,360
Skyscraper	120w x 600h	\$350	\$1,680	\$2,940
Square	345w x 345h	\$250	\$1,200	\$2,100
Button	120w x 60h	\$150	\$720	\$1,260
Sponsored Links	Three lines of text up to 50 text characters on each line.	\$100	\$480	\$840

For the Country pages

<u>Ad Layout</u>	<u>Dimensions</u>	<u>1 month</u>	<u>6 months</u>	<u>12 months</u>
Banner	728w x 90h	\$200	\$960	\$1,680
Skyscraper	120w x 600h	\$150	\$720	\$1,260
Square	345w x 345h	\$100	\$480	\$840
Button	120w x 60h	\$80	\$384	\$672
Sponsored Links	Three lines of text up to 50 text characters on each line.	\$50	\$240	\$420

Other Pages

<u>Ad Layout</u>	<u>Dimensions</u>	<u>1 month</u>	<u>6 months</u>	<u>12 months</u>
Banner	728w x 90h	\$300	\$1,440	\$2,520
Skyscraper	120w x 600h	\$250	\$1,200	\$2,100
Square	345w x 345h	\$200	\$960	\$1,680

Button	120w x 60h	\$150	\$720	\$1,260
Sponsored Links	Three lines of text up to 50 text characters on each line.	\$100	\$480	\$840

Sponsor wire and Rates

All groups of people and individuals with a message or information they want to make public and reach a large audience can do so via our Sponsor Wire. These may include press releases and full text news aimed at the news media, financial markets, investors, different websites and disseminating news to all kinds of target audience.

Sponsor Wire Rates for Both home page and Country pages;

Sponsor Wire Rates	Per Week	Per Month
Home page	\$400	\$1,600
Country pages	\$250	\$1,000
Selected Pages	\$250	\$1,000

We offer discounts for long term contracts and for those who buy more than one ad space.

If you are interested in placing ads, contact us at.
ads@africannews.net