



INTERNATIONAL
CENTRE FOR
INVESTIGATIVE
REPORTING

Advert Rate

ABOUT THE ICIR

The International Centre for Investigative Reporting, ICIR, is a non – profit media organisation that aims to promote good governance in Nigeria through robust investigative reporting. With over 10 years providing quality news services to private and public institutions. The ICIR is increasingly becoming popular for its excellent journalism.

We also offers a great space for corporate organisations to advertise their products and services. The Centre runs two news websites – www.icirnigeria.org and www.factcheckhub.com.

At the Centre, we are driven by values of integrity, transparency and accountability, and are committed to work with other organisations that share these values partnership.

- Teamwork
- Transparency
- Accountability
- Trust
- Credibility
- Integrity

Our main focus area:

- Investigative Reporting
- Solution Journalism
- Collaboration
- Fact Checking
- Online publishing
- Mentoring
- Training/Capacity building programs
- Support systems for journalists

The ICIR's Advert/Business packages

Why Advertise with the ICIR- The ICIR, Nigeria's pioneer non-profit investigative newsroom has come to put a stamp of credibility on news reporting in Nigeria. Through its own reporting, published @ www.icirnigeria.org, the Centre has defined what excellent and credible journalism represents. The ICIR website is an exemplar of factual, balanced evidence-based reporting. **The ICIR** website therefore offers credible content that is sought after by serious minded readers out to get factual information.

Besides, the critical reports that **The ICIR** publishes are targeted principally at policy makers and influential change makers. Access to such an audience through paid content provided our advertisers and other clients ready access to important decision makers in the land. As a media development organisation, The ICIR is also building capacity for the Nigerian media to undertake critical and excellent journalism.

Price is VAT Inclusive

ADVERT CATEGORY



Cost: by negotiation only

Frontpage Partnership

- This is the No 1 advertising space available on The ICIR.
- It's a push-down advert below the name plate
- The advert measures **970x130** as push-down below the nameplate
- It will also have a 640x90ad as break-in that will appear in the 6th paragraph of all investigative reports and top stories of the day
- Regular tweet of partners' activities
- 12 edited videos of advertiser/partner in a year.
- The video will last a period 7 days on our website
- The partner's advert will be included in the ICIR Daily Newsletter

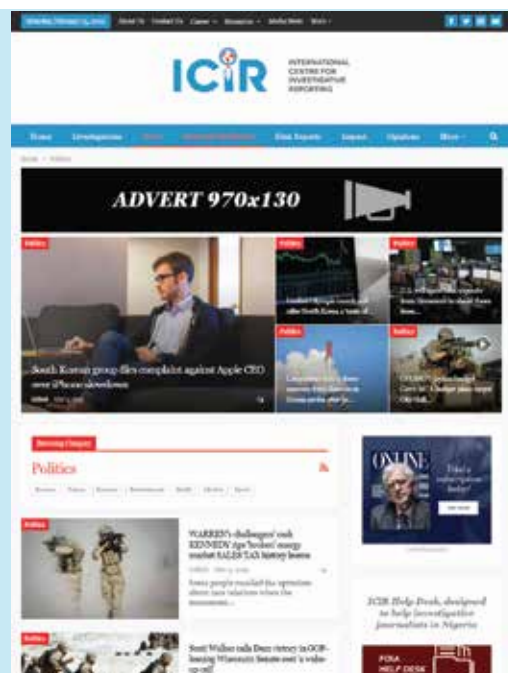
Category Based Adverts

The investigative stories published by The ICIR are broken down into categories, which include:

Health, Education, Economy, Environment... etc.

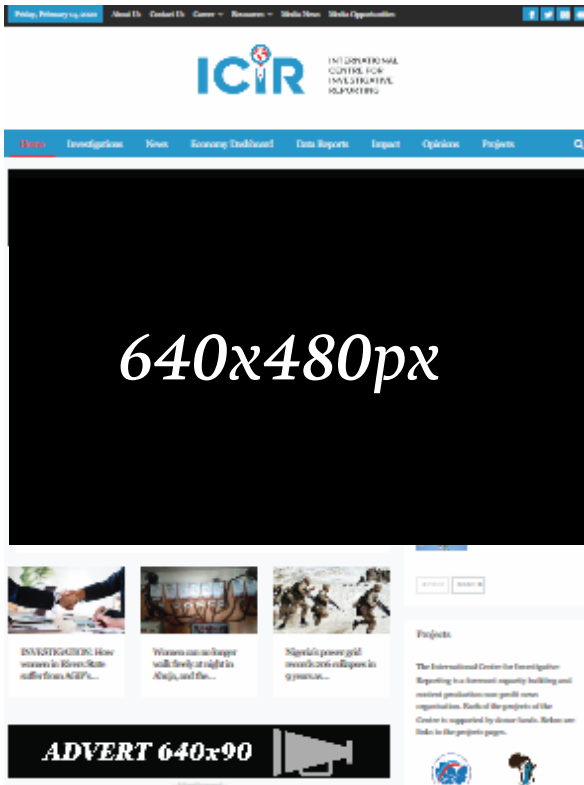
- The **970x130** advert appears as pushdown in the category page below the Navigation Menu.
- The advert 640x90 appears in the 12th paragraph as break-in in all stories in the selected category.

Cost: by negotiation only



Price is VAT inclusive

SPECIAL POSITIONS



Pre-Home Page Billboard (Welcome Page)

- Displays just before Home Page. That is the first thing any visitor sees before the website opens
- It is an **interstitial** advert measuring **640x480px**
- First page to be viewed by users
- Offers option to click to go to the advertiser's website or to continue to

The Rates

Product: **N600,000** for one week

Political: **N750,000** for one week

Pre-Home Page Video (Welcome Page)

- A running video on the first visit, not more than 30sec
- First page to be viewed by users
- Plays just before the Home Page
- Gives the option of "skip" to users

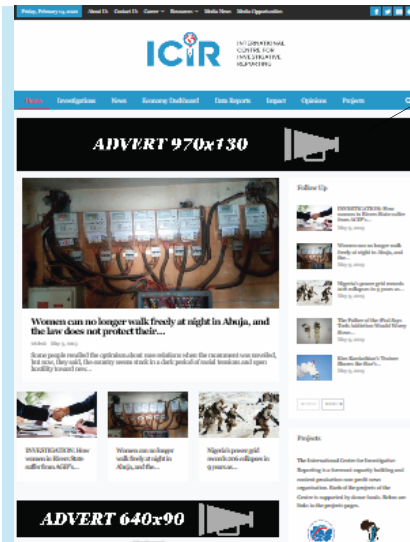
The Rates

Product: **N750,000** for one week

Political: **N1m** for one week

Price is VAT Inclusive

REGULAR ADVERTISING



i. Leaderboard (May not be available)

- This large banner measures **970x130px**
- It runs at the top of the Home Page, below the logo

The Rates

Product: **N2m** for one month

Political: **N2.5m** for one month



ii. Large Rectangle

- The advert measure **300x250px**
- It displays on the right column of the Home Page
- It also displays on all story pages

The Rates

Product: **N750,000** for one month

Political: **N1m** for one month



iii. Half Page

- The advert measures **300x920px**
- It displays on the sidebar of the Home Page
- It also displays on all pages
- It is very prominent and engaging

The Rates

Product: **N1.5** for one month

Political: **N1.75m** for one month

Price is VAT Inclusive

REGULAR ADVERTISING



iv. Advertorials

- Advertorial will be run as text, jpeg or pdf
- It will be on the Home Page
- Only titles/headlines will show on the Home Page, with ADVERTORIAL as prefix
- On click, the advertorial will appear as text, jpeg or pdf

The Rates

Product: **N300,000** for one week

Political: **N500,000** for one week



v. Platinum Gold Banner A

- The advert measures **640x90px** and appears below the top investigative section

The Rates

Product: **N750,000** for one month

Political: **N1m** for one month



v. Platinum Gold Banner B

- The advert measures **970x130** pixels and appears below the top investigative section

The Rates

Product: **N1m** for one month

Political: **N1.25m** for one month

Price is VAT Inclusive

REGULAR ADVERTISING

vi. Platinum Banner A



- The advert measures **640x90 pixels** and appears below the News section

The Rates

Product: **N500,000** for one month

Political: **N600,000** for one month

- Platinum Banner B



- The advert measures **670x130 pixels** and appears below the News section

The Rates

Product: **N750,000** for one month

Political: **N850,000** for one month

Platinum Silver Banner A



- The advert measures **640x90 pixels** and appears below the second category(s) section

The Rates

Product: **N400,000** for one month

Political: **N500,000** for one month

Price is VAT Inclusive

REGULAR ADVERTISING

vii. Platinum Silver Banner B



- The advert measures 670x130 pixels below the second category(s) section

The Rates

Product: **N600,000** for one month

Political: **N700,000** for one month

viii. Classified Adverts



- This advert space is for sales and announcement

The Rates

N750,000 weekly

ix. Video AD



- The video advert measures **300x250px**
It displays on the sidebar of the Home Page
It also displays on all page

The Rates

Product: **N300,000** for one week

Political: **N400,000** for one week

x. Social Media



The Rates

Facebook: **N100,000** - 4 posts per day

Twitter: **N100,000** - 10 Tweets

Live Tweet: **N100,000** - per hour

Live Blog: **N250,000** - per hour

Price is VAT Inclusive

POLITICAL ADVERT RATE

Offer	Premium	Compact	Classic
Profiling	1	1	1
Interviews	2	1	1
Features	3	2	1
Press Release	10	6	3
Banner	8 weeks	4 weeks	2 weeks
Videos 60sec	4 weeks	2 weeks	1 week




		8 Weeks	4 Weeks	2 Weeks	
	Unit Price	Premium	Compact	Classic	Single Package
Profiling	300,000	300,000	300,000	300,000	300,000
Interview Text	250,000	500,000	250,000	250,000	250,000
Video Interview	350,000	700,000	350,000	350,000	350,000
Features	250,000	750,000	500,000	250,000	250,000
Press Release	150,000	1,500,000	900,000	450,000	150,000
Banner	187,500	1,500,000	750,000	375,000	187,500
Videos	250,000	1,000,000	500,000	250,000	250,000

Price is VAT Inclusive

SPECIAL PROJECTS

Events Coverage	#300,000
Press Releases	#50,000
Sponsored Articles	#150,000- Please note that articles to be published must not be more than 2,000 words
Special Reports	Cost by negotiation only
Documentaries	Cost by negotiation only
Photo Splash/ Gallery	Cost by negotiation only

Contact:

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