



RATE CARD FOR THEWILL DOWNTOWN

EFFECTIVE APRIL 1, 2024

DIGITAL PRINT

Cover Feature	N5,000,000
Page Two	N2,000,000
Full Page	N1,500,000
Half Page	N1,000,000
Quarter Page	N750,000
Outside Back Page	N1,800,000
Center Spread	N3,500,000
Front Page Strip	N2,000,000
Product Placement	N150,000 Per Item
Product Mention	Sentence N80,000 Paragraph N150,000 Full Page N300,000
Event Coverage	N500,000 Per Event

SOCIAL MEDIA



INSTAGRAM

@thewilldowntown Timeline	N100,000 per post (contains up to 10 carousels)
@thewilldowntown InstaStory	N45,000
@thewilldowntown Timeline + InstaStory	N100,000 (contains up to 10 carousels)
Instagram Video (60 secs)	N110,000

WEBSITE

Average Monthly Pageviews - 2,300,000
Impressions 2.56m

BANNERS

Masthead

(Products)	N150,000 Daily	N4,000,000 Monthly
(Political)	N250,000 Daily	N7,000,000 Monthly

Other spots

(Products)	N100,000 Daily	N2,800,000 Monthly
(Political)	N200,000 Daily	N5,600,000 Monthly

Posts

Promotional Feature Article	N250,000
Press Release	N150,000
Pre-Event Post	N60,000
Pre-Event Post	N130,000



TWITTER / X

@thewilldowntown	N45,000 per tweet
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• This is a tweet on the @thewilldowntown Twitter / X feed. It accommodates a short caption with no more than 4 photos/videos and a link.



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