



KIGALI TODAY LTD ADVERTISING WEB BANNER PRICES

The following are the rates, the dimensions and placing of the web banner on both the websites of Kigali Today Ltd

HOME PAGE AD BANNERS RATE CARD (www.kigalitoday.com and www.ktpress.rw)

Banner Type	Descriptions	Price (Weekly) taxes inclusive in Rwf www.kigalitoday.com	Price (Weekly) taxes inclusive in Rwf www.ktpress.rw
Top Large leaderboard (Ultimate Plan)	The big top most banner on the web page with 1260*90 pixels	315,000	315,000
Top leaderboard (Ultimate Plan)	The second top banner on the webpage slightly smaller than the top most banner with 940*90 pixels	245,000	245,000
Middle leaderboard (Deluxe Plan)	This banner is in the middle of the page with 940*113 Pixels	210,000	210,000
Bottom leaderboard (Economy Plan)	This banner is at the bottom of the web home page also with 940*113 pixels	175,000	175,000
Top MPU (Medium Rectangle) Ultimate Plan	In the right side of the web home page, this banner is at the top of the of the page with 300*260 pixels	175,000	175,000
Bottom MPU (Medium Rectangle) Deluxe Plan	In the middle of the web home page, this rectangular banner has 300*260 pixels	140,000	140,000

KIGALITODAY LTD



CHRISTMAS DISCOUNTS

A D V E R T 30% OFF

Mega Discounts Available

Sky scrapper (Medium square) Economy Plan	Just below the above banner, this square banner has 300*300 pixels and well placed	105,000	105,000
Small rectangle	With 300*131 pixels , this web banner is a rectangular at the bottom of the web home page on the right side.	70,000	70,000
A linked banner	A link is added on this banner connecting to another website for more information	50% to be added on the amount of the banner selected	50% to be added on the amount of the banner selected
A banner in popular stories	This banner with 840*113 pixels is in every popular story when opened up but does not show on the home page only in the story	1,050,000 per month	1,050,000 per month
Pooling System	This system lets you ask questions to the readers and get feedback on products or services required	1,400,000 (Only given to clients for a month and beyond)	1,400,000 (Only given to clients for a month and beyond)
Design services	This is when the company designs the website for a client	2,100,000	2,100,000
Social Media Twitter, Facebook, Flickr and story	Live social media coverage	2,100,000	2,100,000
	Live social media account management	1,050,000	1,050,000
	Coverage & account management	2,800,000	2,800,000
	Campaign offsite	350,000	350,000
	Campaign in house	700,000	700,000



KIGALITODAY LTD

CHRISTMAS DISCOUNTS

ADVERT 30% OFF *Mega Discounts Available*

YouTube		3,500,000	3,500,000
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KIGALI TODAY LTD RADIO ADS PRICES

ITEMS	TIME	Price (taxes inclusive in Rwf)
Spot ad	Prime time	420/sec
	Ordinary time	350/sec
News	Ads	700/sec
Announcements	Full page	7,000
	Death	700
	Lost & found	2,300
Live talk show	15 min	280,000
	30 min	560,000
	60 min	700,000
Pre-recorded	15 min	70,000
	30 min	175,000
	60 min	245,000
Sponsorship package	6 DJ mentions + Ads	1,400,000
DJ mention	Once	21,000