STANDARD DIGITAL STATISTICS PER MONTH

- **IMPRESSIONS**: 700,000,000 (number of impressions)
- **PAGE VISITS**: 63,600,000 (number of page visits)
- **Dwell Time**: 00:08:50 (people last for more than one minute)
- **Desktop Traffic**: 30% (views through desktop)
- **Mobile Traffic**: 70% (views through mobile)
- **Female Users**: 25.8% (percentage of female audience)
- **Male Users**: 74.2% (percentage of male audience)
- **Unique Visits**: 3,500,000 (unique visitors)
- **Facebook Likes**:
  - KTN Kenya - 2.7 million
  - Standard Kenya - 1.2 million
  - SDE - 4 Million
  - GameYetu - 251,000
  - Evewoman - 120,000
- **Twitter Followers**:
  - @KTNKenya - 1.23 million
  - @Standard Kenya - 705,000
  - @SDE - 31,000
  - @GameYetu - 67,000
  - @Evewoman - 20,000

WWW.STANDARDMEDIA.CO.KE
SDE STATISTICS PER MONTH

- **Impressions**: 700,000,000
  - Number of impressions

- **Page Visits**: 13.1 million
  - Number of page visits

- **Dwell Time**: 00:07:35
  - People last for more than one minute

- **Desktop Traffic**: 27%
  - Click through rate

- **Mobile Traffic**: 73%
  - Views through desktop

- **Female Users**: 36.4%
  - Percentage of female audience

- **Male Users**: 63.6%
  - Percentage of male audience

- **Unique Visits**: 1.4 million
  - Unique visitors

- **Facebook Likes**: 4 Million
  - Facebook likes

- **Twitter Followers**: 31,000
  - Twitter followers

WWW.SDE.CO.KE
## Monthly Banner Advertising

### Homepage - Prime Slots
- **Leaderboard 1**: 728px by 90px, 1 slot available, Reference: Fig 1*, Price: Kshs 300,000
- **Square banner 1**: 300px by 250px, 1 slot available, Reference: Fig 2*, Price: Kshs 300,000

### Homepage - Non Prime Slots
- **Leaderboard 2**: 728px by 90px, 3 slots available, Reference: Fig 3 & 5 & 6*, Price: Kshs 250,000
- **Square banner 2**: 300px by 250px, 2 slots available, Reference: Fig 4 & 7*, Price: Kshs 250,000

### Category Homepage - Prime Slots
- **Leaderboard 1**: 728px by 90px, 1 slot available, Reference: Fig 8*, Price: Kshs 300,000

### Category Homepage - Non Prime Slots
- **Square banner 1**: 300px by 250px, 2 slots available, Reference: Fig 9 & 11*, Price: Kshs 250,000

### Article Pages - Prime Slots
- **Leaderboard 1**: 728px by 90px, 1 slot available, Reference: Fig 12*, Price: Kshs 300,000
- **Square banner 1**: 300px by 250px, 1 slot available, Reference: Fig 13*, Price: Kshs 300,000

### Article Pages - Non Prime Slots
- **Square banner 2**: 300px by 250px, 3 slots available, Reference: Fig 14, 15 & 16*, Price: Kshs 250,000

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*Figures and references correspond to specific design elements or images used in the advertising. Prices are in Kshs.*
<table>
<thead>
<tr>
<th>PAGE POSITION</th>
<th>AD SIZE</th>
<th>SLOT AVAILABLE</th>
<th>REFERENCE*</th>
<th>PRICE(KSHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SDE Homepage - Prime Slots</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leader board 1</td>
<td>728px by 90px</td>
<td>1</td>
<td>Fig 17*</td>
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<tr>
<td>Square banner 1</td>
<td>300px by 250px</td>
<td>1</td>
<td>Fig 18*</td>
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<tr>
<td><strong>SDE Homepage - Non Prime Slots</strong></td>
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<td></td>
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</tr>
<tr>
<td>Leaderboard 2</td>
<td>728px by 90px</td>
<td>1</td>
<td>Fig 19*</td>
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</tr>
<tr>
<td>Square banner 2</td>
<td>300px by 250px</td>
<td>1</td>
<td>Fig 20*</td>
<td>250,000</td>
</tr>
<tr>
<td>Large Tower</td>
<td>300px by 600px</td>
<td>1</td>
<td>Fig 21*</td>
<td>250,000</td>
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<tr>
<td><strong>SDE Category page - Prime Slots</strong></td>
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<td></td>
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</tr>
<tr>
<td>Leaderboard 1</td>
<td>728px by 90px</td>
<td>7</td>
<td>Fig 22*</td>
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<td><strong>SDE Category page - Non Prime Slots</strong></td>
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<tr>
<td>Square banner 1</td>
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<td>Fig 24*</td>
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<td>Fig 23*</td>
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<tr>
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</tr>
<tr>
<td>Leaderboard 1</td>
<td>728px by 90px</td>
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<td>Fig 25*</td>
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<tr>
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<td>Fig 26*</td>
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<td><strong>SDE Article page - Non Prime Slots</strong></td>
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<tr>
<td>Square banner 2</td>
<td>300px by 250px</td>
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<td>Fig 27*</td>
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<tr>
<td>Leaderboard 3</td>
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<td>Fig 28 &amp; 29*</td>
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### Monthly Banner Rates in KSHS

<table>
<thead>
<tr>
<th>Page Position</th>
<th>Ad Size</th>
<th>Slot Available</th>
<th>Reference*</th>
<th>Price (KSHS)</th>
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<td>Homepage Leaderboard 1</td>
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<td>Videopage Leaderboard 1</td>
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<td>Mobile Squarebanner</td>
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<tr>
<td><strong>EVE Woman</strong></td>
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</tr>
<tr>
<td>Homepage Leaderboard 1</td>
<td>728px by 90px</td>
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<td>Article page leaderboard 1</td>
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<td>Fig 37*</td>
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<td><strong>Ureport</strong></td>
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<td>Homepage Leaderboard 1</td>
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<td>Fig 38*</td>
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<tr>
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<tr>
<td>Article page leaderboard 1</td>
<td>728px by 90px</td>
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<tr>
<td>Article page Large Tower</td>
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<td>Fig 41*</td>
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</tbody>
</table>
MOBILE & OTHER BANNER ADVERTISING

MOBILE SITE RATES

Standard banner size (300px by 250px)

<table>
<thead>
<tr>
<th>PAGE POSITION</th>
<th>SLOTS</th>
<th>PRICE</th>
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</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>4</td>
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</tr>
<tr>
<td>Article pages</td>
<td>4</td>
<td>300,000</td>
</tr>
<tr>
<td>Inner pages</td>
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</tbody>
</table>

E - paper branding

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>FIGURE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile app</td>
<td>Fig 42*</td>
<td>450,000</td>
</tr>
<tr>
<td>Desktop</td>
<td>Fig 43*</td>
<td>450,000</td>
</tr>
</tbody>
</table>

Social Media

Kshs 20,000 per post
Minimum reach 100,000 impressions
*50% money paid is retained by Standard Group*

Social Media

Kshs 20,000 per post
Minimum reach 100,000 impressions
*50% money paid is retained by Standard Group*

Video stitching

Lifetime value
300,000

Live streaming

Live streaming
600,000

BULK SMS

1 Ksh. Per SMS - with client database
2 Ksh. Per SMS - with Standard Group database

**Campus tours**

Over 4,000 students
4 A-list artists | 5 B - List artists
Credible universities | Media coverage

**Branding voice**

(Minimum 1 story/video/image per week)

Stories generated by the client and curated by the digital team
Kshs 650,000

Stories from the Digital team
Kshs 800,000

*100% markup will be done for stories generated by Standard Digital*

**Native Advertising**

One story/Article/Video/Photo
Package includes Social media promotion

Stories generated by the client
Kshs 50,000

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