

ADVERTISING RATECARD 2020

Standard Digital is a leading and rapidly growing news websites in Kenya with:

## **OVER 20 MILLION SITE VISITS MONTHLY**

We deliver current local and national news, sports, entertainment, finance, technology, and more through award-winning journalism, photos and videos.

CPM RATES (PER 1,000 IMPRESSIONS)												
	WEBSITE	MAIN SITE	SDE	EVE DIGITAL	GAME YETU	UREPORT	KTN-NEWS /KTN HOME	KTN BURUDANI /FARMERS TV	RADIOMAISHA /SPICE FM/VYBEZ FM	PULSER	TRAVELOG	DIGGER
DESKTOP	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Homepage	Square banner	1.2	1	0.9	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
	Leaderboard	1.1	1	0.8	0.55	0.55	0.4	0.4	0.4	0.4	0.4	0.4
	Below the fold	0.85	0.9	0.6	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Categories	Square banner	0.95	0.9	0.75	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
	Leaderboard	0.9	0.8	0.65	0.55	0.55	0.4	0.4	0.4	0.4	0.4	0.4
	Below the fold	0.85	0.7	0.55	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Articles page	Square banner	0.95	0.9	0.75	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
	Leaderboard	0.9	0.8	0.65	0.55	0.55	0.4	0.4	0.4	0.4	0.4	0.4
	Below the fold	0.85	0.7	0.55	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3
MOBILE												
Homepage	Leaderboard	1.2	1	0.8	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
	Square banner	1.1	0.9	0.7	0.55	0.55	0.4	0.4	0.4	0.4	0.4	0.4
	Below the fold	0.9	0.85	0.6	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Article page	Leaderboard	1.2	1	0.8	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
	Square banner	1.1	0.9	0.7	0.55	0.55	0.4	0.4	0.4	0.4	0.4	0.4
	Below the fold	0.9	0.85	0.6	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3

## INNOVATIVE ADVERTS ( RICH MEDIA)

TIME	RATE (KSHS)
12HRS	200,000 per day
24HRS	400,000 per day

The rates will apply for: Roadblock, Overlay, Side kick, Peel

BULK SMS			
TIME	RATE (KSHS)		
Client database	1/= per SMS		
Standard database	2/= per SMS		

SEO / RE-MARKETING				
	RATE (KSHS)			
Per campaign	50,000			

E-MAILER			
	RATE ( KSHS)		
Email marketing	2/= per email		

## **OTHER EXECUTIONS**

VIDEO ADVERTS	
	RATES (KSHS)
2 to 5 seconds	100,000
6 to 15 seconds	250,000
16 to 30 seconds	350,000
Auto play videos on website	CPV(cost per view) \$0.03
Video Interview - Max 1 hr (1-3 min)	250,000
Online Documentary - 5 to 15 minutes	850,000
CLIENT VIDEO ADVERTS EN	ABEDDING
SQUEEZE BACK	RATE (KSHS)
2 to 5 seconds	100,000
6 to 15 seconds	250,000
16 to 30 seconds	350,000
Life time value	•

LIVESTREAM				
	2HRS	4HRS	6HRS	
Onground with crew	400,000	500,000	600,000	
Signal provision only	200,000	300,000	400,000	

NB: The package above comes with (before and during the stream)
Live Facebook & live Tweeting to attain 200,000 reach.
Client will be provided a DVD copy of the event
for Onground coverage.

ARTICLES				
	RATES (	KSHS)		
Story done by client	70,000	per article		
Store generated by Standard	120,000	per article		
Article backlinking	30,000	per article		
Infographics / Graphical creative	50,000	per article		
Native Banner article advert	350,000	per month		
Landing page for lead Generation	100,000	one -off		

LIVE RADIO STREAMING					
CLIENT VIDEO ADVERTS EMBEDDING					
SQUEEZE BACK	SQUEEZE BACK RATES				
2 to 5 seconds	100,000	2 shows			
6 to 15 seconds	250,000	2 shows			
16 to 30 seconds	350,000	2 shows			
Product placement on show	200,000	per show			
Dressing Presenters	200,000	per show			
Life time value as the video will be upload	Life time value as the video will be uploaded on video Channel				
Radio Livestream player branding	500,000	per month			

EPAPER EXECUTIONS				
	DURATION	RATE(KSHS)		
Clickable advert on Epaper	1 day	30,000		
Client video advert on Epaper	1 day	50,000		
2 Page E-suppliment	1 week	300,000		
Clickable E-insert	1 week	500,000		

SOCIAL MEDIA ( STANDARD DIGITAL)				
	RATE ( KSHS)	DURATION		
20,000 impressions on Twitter	100,000	1 week		
150,000 reach on Facebook	100,000	1 week		
Live Twitter Chat (Comes with Pre-tweeter chat before event)	200,000	1 week		
Instagram take over	100,000	1 week		

RATES (KSHS)	
CPM rate	\$3
CPM rate	\$2.5
CPM rate	\$2
800,000	per Month
100,000	per notification
100,000	one-off
100,000	per article/video
CPM rate	\$3
CPM rate	\$4
30% of client	budget
	CPM rate  CPM rate  CPM rate  800,000  100,000  100,000  CPM rate  CPM rate

## THE STANDARD E-PAPER RATES

		12% OFF	20% OFF	40% OFF	50% OFF
	DAILY	WEEKLY	MONTHLY	HALF YEAR	ANNUAL
The Standard	40	245	975	4,380	7,300
Nairobian		35	120	545	910





Target Audience: Digital savvy individual, avid consumer of comprehensive credible news, 18-55 Years





1 Million Sessions







































