

ADVERTISING RATECARD 2022

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)		
Kenya	Square Banner	1.4
	Leaderboard	1.4
Diaspora	Square Banner	3.0
	Leaderboard	3.0
Interscroller		2.0
Profit Button		2.5
Video Banner		2.5

RESIDENCY		
DEVICE TYPE	HOME PAGE	ARTICLE PAGE
Desktop	600,000	700,000
Mobile	600,000	800,000

RICH MEDIA	
TIME	RATE
12 Hours	250,000
24 Hours	500,000
BULK SMS	
Client Database	1/= Per sms

EMAILER	
Email Marketing	2/= Per sms

QUIZZES	
Branded Quizzes	100,000

EPAPER EXECUTIONS		
EXECUTION	VALUE	RATE
Clickable Advert on Epaper	1 Day	30,000
Client Video Advert on Epaper	1 Day	50,000
2 Page E-Supplement	1 Week	300,000
Clickable E-Insert	1 Week	500,000

FACEBOOK		
EXECUTION	VALUE	RATE
100,000 Reach	Number of Posts limited to Reach Attained	150,000
150,000 Reach	Package comes with 1 Pinned post and 3 Facebook, and Instagram Stories each.	200,000
Number of Posts limited to Reach Attained		

TWITTER		
EXECUTION	VALUE	RATE
20,000 Impressions	Number of tweets limited to Reach Attained	100,000
30,000 Impressions	Package comes with 1 Pinned tweet, and 5 Client post Retweets.	150,000
Number of tweets limited to Reach Attained		
Live Tweeting	200,000	

TIKTOK		
EXECUTION	RATE	VALUE
TikTok Live	100,000	
TikTok Videos - 60 Sec (Ready Videos)	50,000	Package comes with Repost on IG Reels and Youtube Shorts
TikTok Videos - 60 Sec (Production in Office)	80,000	
TikTok Videos - 60 Sec (Production outside office)	100,000	

TWITTER SPACES	
PACKAGE	RATE
Article 2 minutes for Speaker 3 mentions social media Promos 3 days prior poster logo polls space recording sponsored topic	350,000
2 minutes for Speaker 3 mentions social media promos 3 days prior poster logo polls space recording sponsored topic	300,000
Twitter Spaces Promos (Print, TV and Radio)	150,000
Twitter Spaces Mentions (3 Mentions)	100,000

	UNIT	RATE
Full App Sponsorship	Per Month	800,000
Push Notification on the App	Per Notification	100,000
Widget Development	One Off	100,000
Audio/Podcast Advert	3 Mentions	50,000
Google Adverts	30% of client's budget	

NATIVE VIDEO ADVERTS		
EXECUTION	RATE	
Vox Pop (1-3 Mins)	250,000	Includes production, boosting and promos
Vox Pop (3-6 Mins)	350,000	
Video Interview (Max 10 Mins)	200,000	

CLIENT VIDEO ADVERTS EMBEDDING	
SQUEEZBACK	RATE
2 to 5 Secs	50,000
6 to 15 Secs	100,000
16 to 30 Secs	150,000

LIVESTREAM		
	2 HOURS	4 HOURS
Onground with Crew	500,000	600,000
Signal Provision only	200,000	300,000
The package comes with (before and during the stream) live facebook and live tweeting. Additional hour charged at 50k per hour		

ARTICLES		
EXECUTION	RATE	VALUE
Stories done by Client	80,000	Per Article
Stories done by Standard	130,000	Per Article
Stories done by Standard & involving Interviews	150,000	Per Article
Article Backlinking	30,000	Per Article
Infographics/Graphical Creative	50,000	Per Article

CORPORATE EPAPER				
Publication	Month	Quarterly	Half-Yearly	Yearly
The Standard & Nairobiian	1,049	2,925	5,625	10,799

NB;

1. All rates are subject to 16% VAT
2. Indemnity against political content and notices will be required

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