



INTRODUCTORY ADVERT RATE CARD FOR THREE (3) MONTHS

PRIME BOARD

This advert format is measured at 970 × 90pixels. It will run immediately after the name plate. It is the most prime advert position. It comes at a rate of **₦630,000 per month introductory, ₦830,000 after the first three months.** This rate is V.A.T inclusive.

LEADER TOP BANNER

It is a large ad format which measures 728 x 90pixels. It will run immediately below the name plate. The advert comes at a rate of **₦525,000 per month introductory, ₦775,000 after the first three months.** This is also a prime advert position. This rate is V.A.T inclusive.

LEADER MIDDLE BANNER

This special advert is measured at 728×90pixels. It will be aligned at the middle column of the front page. This comes at a rate of **₦525,000 per month introductory, ₦775,000 after the first three months.** This rate is V.A.T inclusive.

LEADER BOTTOM BANNER

This advert format is measured at 728×90pixels. It will be displayed at the bottom column of the front page. It comes at a rate of **₦525,000 per month introductory, ₦775,000 after the first three months.** This rate is V.A.T inclusive.

TOP SIDE BANNER

This special sized advert is measured at 300×250 pixels. It will be aligned at the top column of the homepage either at the right or left. This comes at a rate of **₦472,500 per month introductory, ₦577,500 after the first three months.** This rate is V.A.T inclusive.

MEDIUM SIDE BANNER

This advert format is measured at 300×250 pixels. It will be displayed at the middle column of the front page either at the right or left. This comes at a rate of **₦472,500 per month introductory, ₦577,500 after the first three months.** This rate is V.A.T inclusive.

BOTTOM SIDE BANNER

It is an advert format which is measured at 300×250pixels. It will be aligned at the bottom column of the front page either at the right or left. It comes at a rate of **₦472,500 per month introductory, ₦577,500 after the first three months.** This rate is V.A.T inclusive.

MOBILE LEADERBOARD BANNER

This advert format is measured at 300×250pixels. It is an optimized mobile banner and ideal for smartphone viewing. It comes at a rate of **₦210,000.** This rate is V.A.T inclusive.

TEXTLINK BANNERS

This advert format is measured at 88×31 pixels. It will be displayed in the homepage and in all navigational pages. It comes at a rate of **₦105,000.** This rate is V.A.T inclusive.

INSIDE BANNERS

TOP SIDE BANNER (INSIDE PAGE)

This special sized advert format is measured at 300×250pixels. It will be displayed prominently in all navigational pages. This comes at a rate of **₦315,000 per month introductory, ₦420,000 after the first three months.** This rate is V.A.T inclusive.

BOTTOM SIDE BANNER (INSIDEPAGE)

This special sized advert format is measured at 300×250 pixels. It will be displayed prominently in all navigational pages. It comes at a rate of **₦315,000 per month introductory, ₦420,000 after the first months .** This rate is V.A.T inclusive.

BEFORE ARTICLE BANNER

This advert format is measured at 728×90 pixels. It will be aligned immediately below the name plate in all navigational pages. It comes at a rate of **₦315,000 per month introductory, ₦420,000 after the first three months.** This rate is V.A.T inclusive.

AFTER ARTICLE BANNER

This special sized advert format is measured at 728×90 pixels. It will be displayed prominently in all navigational pages. It comes at a rate of **₦315,000 per month introductory, ₦420,000 after the first three months.** This rate is V.A.T inclusive.

SPONSORED CONTENTS/ADVERTORIAL

All sponsored contents come at a rate of **₦157,500 weekly.** This rate is V.A.T inclusive.

VIDEO ADVERTS

Videos will be published weekly in different time runs. You're welcomed to take full advantage of the ever-growing popularity of video adverts, as an identified sponsor partner. The pricing range for less than 1minute is between **₦787,500 and ₦1,050,000, and for more than 1 minute is between ₦1,050,000 and ₦1,575,000.** This rate is V.A.T inclusive.

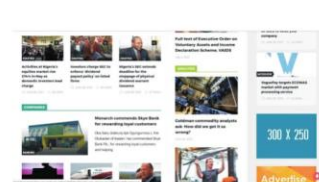


Advert Rate Online



Ad. Type	Ad. Dimension	Ad. Spec.	Intro Rate (N)	After Intro Rate (N)
Prime Board	970 x 90	Swt, Gif, Jpeg, Png	630, 000	830, 000
Leader Top Banner	728 x 90	Swt, Gif, Jpeg, Png	525, 000	775, 000
Leader Middle Banner	728 x 90	Swt, Gif, Jpeg, Png	525, 000	775, 000
Leader Bottom Banner	728 x 90	Swt, Gif, Jpeg, Png	525, 000	775, 000
Top Side Banner	300 x 250	Swt, Gif, Jpeg, Png	472, 500	577, 000
Middle Side Banner	300 x 250	Swt, Gif, Jpeg, Png	472, 500	577, 000
Bottom Side Banner	300 x 250	Swt, Gif, Jpeg, Png	472, 500	577, 000
Mobile Leaderboard Banner	320 x 50	Swt, Gif, Jpeg, Png	210, 000	210, 000
Top Side (Inside Page)	300 x 250	Swt, Gif, Jpeg, Png	315, 000	420, 000
Bottom Side (Inside Page)	300 x 250	Swt, Gif, Jpeg, Png	315, 000	420, 000
Before Article	728 x 90	Swt, Gif, Jpeg, Png	315, 000	420, 000
After Article	728 x 90	Swt, Gif, Jpeg, Png	315, 000	420, 000
Sponsored Content			157, 500 Weekly	
Textlink Banners	88 x 31		105, 000	
Video Adverts			789, 500-1050,0000 (Less than a minute)	789,500-1050,0000 (Less than a minute)
			1,050,000-1,500,000 (more than a minute)	1,050,000-1,500,000 (Less than a minute)

ADVERT POSITIONING ON OUR WEBSITE



CORPORATE PROFILE

...newspaper; magazine; online-digital; business radio; conferences; research and intelligence; bespoke business education

...Towards More Efficient Markets

Businessnewscorp was incorporated in Nigeria in 2013 by the Corporate Affairs Commission for the purpose of engaging in the business of media publishing and associated operations.

Who We Are

Businessnewscorp is an integrated 360-degree media company committed to the business of publishing, broadcasting and provision of thought leadership platforms for businesses. Its publication arm consists of a flagship business paper – *business a.m* and *NigerianCEO/AfricanCEO*, a monthly, both in print and digital platforms, while its broadcasting arm consist initially of syndicated business radio programming, leading to a FM business radio station.

Its ancillary businesses include conferences, research and intelligence reports and bespoke training programmes aimed at proffering solutions to the varying issues facing our markets.

Our Vision

To be the leading provider of accurate, useful and usable business information and intelligence through print, online and digital publishing, research and intelligence, conferences and bespoke specialized education platforms across West Africa.

Our Mission

To provide accurate data and information for businesses and markets, in order to make them more efficient; thereby offering value-based services for growth and development of the economy.

Our Beliefs

We believe in:

- Partnerships
- Leaving a legacy
- Changing the world for the better
- Efficient markets

Our Services

- Publication – *business a.m; NigerianCEO/AfricanCEO*
- Broadcasting – Business Radio programming
- Conferences
- Research & Intelligence
- Image & Reputation Management

Our Core Values

Our core values include integrity, relevance and accuracy

- **Integrity** – conducting our business honestly and fairly with all stakeholders including businesses, clients, suppliers and team members
- **Relevance** – anticipating and identifying critical success factors for markets and businesses via data currency and relevant information
- **Accuracy** – ensuring data accuracy in all our service offering

OUR TEAM

PHILLIP ISAKPA



Phillip Isakpa is the lead promoter of Businessnewscorp Limited. He recently resigned as Editor of BusinessDay and Executive Director (Publications) of BusinessDay Media Limited to devote full attention to birthing this project. An old boy of King's College, Lagos, he had his first degree in Mass Communication from the University of Nigeria. He also has a Masters degree in Media, Communication and Technology from the University of Manchester (2000) after becoming a British Council Scholar through the prestigious British Government Chevening Scholarship

process. He later began a research programme in Media and Democracy in the department of Journalism of the School of Media and Cultural Studies at Liverpool John Moores University, Liverpool, UK but suspended it to return to Nigeria upon being offered the editorship of BusinessDay in 2006.

In 2011, he was at the Manchester Business School, UK, for an Executive Education Programme in Corporate Strategy. He also undertook an Executive Education Programme at Aston Business School in the UK in 2012. In 2013 he was at Oxford University for an Executive Education Programme at the Smith School of Enterprise and Environment. He has attended a number of courses on media news and

management both in Nigeria and in the UK, including those organized by the Lagos Business School, the United Nations Development Programme (UNDP), the Central Bank of Nigeria, Manchester City College, and the UK Press Association, where he took a media management course called the 'Editor's Chair'.

At the University of Nigeria, he served as the editor of The Record, the university's newspaper produced by the department of mass communication, between 1993 and 1995. A dedicated journalist and communicator, he brings to his role a perspective and understanding of journalism of both the developed and developing worlds, having worked for six years in the UK as Europe Correspondent for Business Day Media Limited. Before leaving for the UK he worked in various business journalism roles at Vanguard

Media Limited, including Energy Correspondent, Industry Correspondent, Capital Market Correspondent, Insurance and Finance Correspondent. He was also a research, information and publication assistant between 1995 and 1996 at the University of Lagos where he did his National Service.

STEVE OMANUFEME



Steve Omanufeme was, until recently, the Editor of Independent Newspapers, the rebranded former Daily Independent Newspapers. Prior to that, he was the Group Business Editor at THISDAY Newspapers. Equally, he was Head, Media & External Relations at First Bank of Nigeria Plc. until November 2012. He also served as Acting Head, Corporate Communications of the same Bank in 2010. As acting Head, the overarching focus of his job was to develop an overall communications and public affairs strategy for the Bank tied to the Bank's global and regional business objectives. By that function, he led all communications activities for the Bank, including external/media relations, while cultivating and managing FirstBank's relationship with all its various publics to ensure positive positioning of its reputation/image as industry leader, good corporate citizen and national icon. He

had also worked as Economic Intelligence Officer with the principal remit of mining data for the bank's strategy implementation.

He left FirstBank voluntarily in November 2012 and joined BusinessDay as News Editor in January 2013 where served till December 2013.

Steve was also a Corporate Communications and later Relationship Officer with Zenith Bank Plc. before he was head-hunted by First Bank of Nigeria Plc. in 2003. He had varying work experience in the media and financial public relations, spanning over 20 years and more than a decade of cognate banking experience. His background and experience includes content development, research, relationship management and crisis communication and management.

Mr Omanufeme has participated in various workshops, courses, seminars and programmes both locally and abroad.

Steve is an author – *A Wilderness of Mirrors & Other Poems* (2009) -and a recipient of an academic prize (The Best Student Award in English) from the University of Benin .

AMADI IHEUKWUMERE



Amadi Iheukwumere is an experienced sales and marketing professional. He was pioneer head of the conferences business at BusinessDay Media Limited. He built the business from scratch and working with just one staff he achieved revenues of over N55 million in the first year of operation. Annual revenues later grew by 15 percent yearly and in 2013 it posted a gross revenue of N135 million and a 2014 target of N165million.

He studied at Olokoro High School, Umuahia before proceeding to study Philosophy at the University of Port Harcourt. A dedicated Sales and marketing professional, he brings to his role 20 years of experience garnered within and outside the print

media space in Nigeria. He joined BusinessDay in 2006 as Deputy Manager, Trade Promotions. Before joining Business Day he worked as Senior Special Projects Executive, Head, Special Projects, Manager Media & Consultancy at Vanguard Media Limited, Daily Independent Newspapers and Design Concept & Systems respectively. He has attended a number of courses on Branding & Brand Management, Project Management, Leadership and Management both in Nigeria and in the UK, including those organized by Phillips Consultin.

