



NAVJA





Profile

Naija.com, Nigeria's premiere website portal provides instant communication on Nigerian politics, economics, culture, arts and tourism. Founded in 1997 with offices in Washington D.C., London and Nigeria, Naija.com offers exclusive opportunities to interface with Nigerian businesses and the community at home and abroad. With more than 1,00000.00 hits a month, this site affords Businesses linkage to an educated audience with the spending potential you need and to a country that has been discribed as having the largest economy in Africa. To further support your business ventures, Naija.com's skilled graphics department is pleased to provide the advice and creative support to hone in on your target audience. Advertise with Naija.com and open your business to our nation of opportunity.

Audience

The target audience of Naija.com in various continents and their countries is listed below:

North America	USA	Canada				
Africa	Nigeria	Cameroon	South Africa	Senegal	Ivory Coast	Niger
	Zimbabwe	Mall	Kenya	Tanzanla		
Europe	UK	France	Belgium			
Other region	Carlbbean					



Advertising Opportunities

Advertisers have three choices for advertising.

- Banners
- Text Links
- Logo Links

Banner

Banner advertisements provide an effective and easy way to promote your business on the internet. They will be placed at the top, bottom, and side of each page.

Text Links

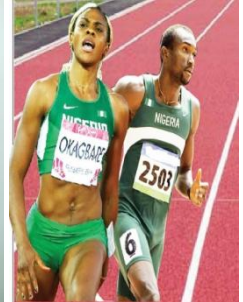
Text links to have a high click through rate. Advertising through text links also improves your ranking in search engines. This helps in building traffic to your websites.

Logo Links

Logo links provide a graphical and highly visible marketing message to your target audience.

Ad Closing Dates

Ads must be given 2 days in advance.



Online Advertising Rates

Advertising rates are based predominantly upon recent traffic trends, with the quality of audience also taken into consideration. Rates are adjusted periodically to better reflect the most recent traffic figures. However, it is important to note that advertiser rates do not change mid contract.

Website Traffic

Our website has a high traffic. We have more than 250,000 hits a month. With such a high traffic, your advertising is certainly going to be widespread.

The following are the most popular destinations outside the home page:

- News
- Dating
- Fashion
- Gallery
- Entertainment





User Profile

The following demographics depict our website's visitors.

Demographics

Sex	
Women	55%
Men	45%

Education	
College Graduate	75%
Post College	30%

Household	
Average Annual Income	N80,200
Average Age	33

Sex	
Employment	75%
Professional-Managerial	54%
Owner-Part Owner of Business	38%
Student	15%



Target Advertisers

The following advertisers, advertising in Naija.com, would get maximum benefits:

- Banking
- Money Transfer
- Airlines
- Movie Industry
- Hair & Skin Care Products
- Automobiles
- Food Products
- Fashion Designers & Boutiques
- Electronic Products
- Telecom and Wireless
- Cosmetics Skin-care, and ethnic health and beauty
- Tourism
- Travel Packages
- Non Profit Organizations
- Music Industry
- Education
- Finance
- Real Estate
- Magazines





Monthly Pricing Guide for Banner Ads

Please check out the amount to be paid for advertising. Naija.com bills for ads on a monthly basis. Minimum of 3 months subscription for an effective campaign.

Promotion rate:

Rate table below shows prices per month ad display.

Package 1: All ads appear on any five pages and home page. Banner size 728X90 and 60X60 continuous scroll. N300,000/Month

Package 2: All ads appear on all pages and home page. Banner size 728X90, 120X600 and 60X60 continuous scroll. N500,000/Month

Call or email staff@naija.com for updated rates. All ads on all pages are rotating ads. No static ads.

Section	234X60	120X600	728X90	60X60	468X60
Home page	N200,000	N250,000	N350,000	N200,000	None
News	N200,000	N200,000	N200,000	None	None
Dating	N200,000	N200,000	N200,000	None	None
Blog	N200,000	N200,000	N200,000	None	None
Fashion	N100,000	N200,000	N200,000	None	None
Classifieds	N100,000	N200,000	N200,000	None	None
Events	N100,000	N200,000	N200,000	None	None
Business list	N100,000	N200,000	N200,000	None	None
Directory	N100,000	N200,000	N200,000	None	None
Hotels	N100,000	N200,000	N200,000	None	None
Restaurants	N100,000	N200,000	N200,000	None	None
Entertainment	N100,000	N200,000	N200,000	None	None
Cars	N100,000	N200,000	N200,000	None	None
Tourism	N100,000	N100,000	N200,000	None	None
Gallery	N100,000	N100,000	N200,000	None	None
Health center	N100,000	N100,000	N200,000	None	None