



2024 Rate Card

**Web Banners, Digital
Content Promotion &
General Publicity**

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WIKKI TIMES

...connecting the dots with unique stories

About Us

WikkiTimes Online News Platform is a beacon of journalistic excellence, committed to delivering insightful and reliable news coverage to a diverse audience. Located in Bauchi, Nigeria, we take pride in our operational focus on public-private sector accountability and investigative reports, primarily across the 19 Northern states in Nigeria with significant coverage at the national level.

Readership Engagement

With readership engagement statistics exceeding hundreds of thousands, WikkiTimes caters to individuals across various demographics. Our platform ensures a broad spectrum of perspectives, reflecting our commitment to keeping our readers well-informed in an ever-changing national landscape.

Digital Innovation/Collaborations

We embrace digital innovation in our offerings. Our website has been well integrated with other sister products including WikkiData, WikkiLetters (Our weekly newsletter), and engaging podcasts *Unheard Voices*, and *Accountability Dashboard*. These offerings showcase our commitment to staying at the forefront of news delivery and audience engagement.

Over the years, WikkiTimes has garnered hundreds of thousands of expansive and loyal followers. Through strategic collaborations, we aim to connect brands with this extensive audience. WikkiTimes stands as a trusted platform that, not only reports the news but also provides a unique opportunity for brands to connect with a diverse and informed community.

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OUR MONTHLY NETWORK STATS



Our Contents Rate

Format	Descriptions	Rate (N)
Press-Release (Featured)	An article with text and images submitted by you. 24 hours promotion on our homepage is include	270,000
Press-Release (Other rubrics)	An article with multimedia elements, e.g. text and images submitted by you.	155,000
Article for you by WikkiTimes	An article written by WikkiTimes journalist; Integrates your advertising into content that may go viral on our website and social media pages. Included in the price: <ul style="list-style-type: none">• Your images;• Links to your website;• Google indexing;• Repost to Facebook;• 24 hours promotion on our homepage	380,000

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Rich Media & Video

Format	Placement	Dimensions	CTR	CPM (N)
Interscroller	Parallax scroll inside article	320x480	up to 1.3%	1250
Lead generation banner	Banner with lead generation form, all pages	300x250	N/A	1250
In-banner video	Short video ad inside rectangle display slot with CTA	300x250	0.5%	1250
Profit Button / 3D Cube	Overlay on all pages	150x150	up to 5%	1,860
In-stream video ad	In video player on article pages	640x480	up to 1%; VTR 85-95%	1,950
Other	More Rich Media formats available on corporate site	320x600, 300x600	up to 8%	1,950

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Web Page Banners

Format	Placement	Dimensions	CTR	CPM (N)
Anchor	Sticky at the bottom of all pages	320x50, 728x90	0.5%	950
Leaderboard	At the top of all pages	300x250, 728x90	0.5%	950
In-text	Inside articles	300x250, 728x9	0.4%	870
Skyscraper	Sticky side-bar on article pages	300x250	0.3%	870
MPU	Side-bar on article pages, midpage on homepage	300x600	0.4%	870
Interstitial	Full-screen ad between pages	320x600, 300x600	up to 8%	2,850

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Social Media Contents

Format	Platform	Description	Rate (NGN)/m
Photo post	Facebook, Instagram, Twitter	Boosting, pinning and saving to highlights are available (Reel video production is fully done by WikkiTimes team.)	145,000
Video post	Facebook, Instagram, Twitter		195,000
Stories	Facebook, Instagram		160,000
Reel	Facebook, Instagram, TikTok		410,000
Live streaming	In video player on article pages	WikkiTimes team comes to your event to livestream it to our Facebook page	Price on Request

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Offer	Formats	Description	Rate (N)	% off
PR PREMIUM	<ul style="list-style-type: none"> ❖ 5 PR articles ❖ 5 reposts to FB, IG, Twitter pinned to 5 hours ❖ 24h featuring on our homepage 	Position your brand/event on social media and wikkittimes.com	1,075,000	-25%
BANNER THE NORTH	<ul style="list-style-type: none"> ❖ 1,000,000 impressions - Anchor + Leaderboard ❖ 500,000 impressions - Interscroller ❖ 4 Social Media posts 	These packages are a great way to get your message to the right audience across the North.	1,040,000	-20%
SOCIAL MEDIA COVERAGE	<ul style="list-style-type: none"> ❖ Reels, x3 on FB, IG, Tiktok ❖ 4 stories on FB, IG ❖ 3 PR articles with reposts to FB and Twitter 		1,407,000	-30%

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