

THE PRIME.NG

DIGITAL ADVERTISING RATE CARD

Put your brand in The Prime.

ADVERTISING WITH THE PRIME

Reach an engaged digital audience across news, entertainment, lifestyle, culture and business.

Our advertising options are designed for brands, agencies, events, products and organisations looking for visibility and credible editorial exposure. **Sponsored articles and social media promotions are charged per campaign/post. Website banner placements are charged per month.**

WEBSITE BANNER ADVERTISING

Monthly placements

PLACEMENT	FORMAT / POSITION	RATE
Homepage Premium Banner High-visibility homepage placement	970 × 250 / premium desktop Mobile responsive	■250,000 / month
Homepage Leaderboard Prominent top-of-page position	728 × 90 / desktop Mobile responsive	■200,000 / month
In-Article Banner Within editorial content	Responsive display placement	■150,000 / month
Sidebar / Content Banner Across selected content pages	300 × 250 or responsive	■100,000 / month
Standard Display Banner Rotating site-wide placement	Responsive display placement	■75,000 / month

SPONSORED CONTENT

One-off editorial promotions

PACKAGE	WHAT'S INCLUDED	ONE-OFF RATE
Sponsored Article	Advertiser-supplied or agreed article published on The Prime.ng.	■30,000
Sponsored Article + Links	Sponsored article with agreed do-follow/nofollow links as applicable.	■50,000

PACKAGE	WHAT'S INCLUDED	ONE-OFF RATE
Featured Sponsored Article	Sponsored article with enhanced placement and homepage/editorial visibility.	■75,000
Premium Brand Feature	Long-form brand feature with enhanced promotion across selected site placements.	■100,000
Premium Campaign Feature	High-impact editorial campaign package with premium site visibility.	■150,000

SOCIAL MEDIA PROMOTION

One-off social media placements

PROMOTION	INCLUDED	ONE-OFF RATE
Social Media Mention	One promotional mention on a relevant social platform.	■30,000
Social Media Post	One branded promotional post using approved creative.	■50,000
Social Media Story	One sponsored story placement.	■40,000
Social Media Package	Three promotional placements across selected social platforms.	■100,000
Premium Social Campaign	Multi-post campaign with coordinated promotional messaging.	■150,000

PREMIUM CAMPAIGN PACKAGES

For brands looking for broader visibility

Brand Visibility Package	Sponsored article + social promotion + one-month standard banner.	■150,000
Premium Launch Package	Featured sponsored article + social package + one-month premium banner.	■200,000
Maximum Digital Impact	Premium campaign feature + premium social campaign + one-month homepage premium banner.	■250,000

IMPORTANT INFORMATION

- Website banner rates are charged per calendar month unless otherwise agreed.
- Sponsored articles, sponsored articles with links and social media promotions are one-off charges.
- Advertisers are responsible for supplying suitable creative assets and accurate campaign information unless content creation is included in the agreed package.
- All sponsored content is subject to editorial, legal and platform requirements and approval.
- Banner positions are subject to availability. Premium placement may be limited at any given time.
- Rates are in Nigerian Naira (₦). Custom campaigns can be quoted on request.

READY TO ADVERTISE WITH THE PRIME?

Contact our advertising team to reserve your placement or discuss a bespoke campaign.

theprime.ng | adverts@theprime.ng