ThePrime

WEBSITE BANNER ADVERTISING

Put your brand in The Prime.

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

WEBSITE BANNER RATE CARD

Monthly website placements	NGN / MONTH
Homepage Premium Banner High-visibility homepage placement. 970 × 250 / premium desktop · Mobile responsive	**₦250,000**
Homepage Leaderboard Prominent top-of-page position. 728 × 90 / desktop · Mobile responsive	**₦200,000**
In-Article Banner Within editorial content. Responsive display placement	**₦150,000**
Sidebar / Content Banner Across selected content pages. 300 × 250 or responsive	**₦100,000**
Standard Display Banner Rotating site-wide placement. Responsive display placement	**₦75,000**

PLEASE NOTE

Rates are in Nigerian Naira (₦), per calendar month unless otherwise agreed. Banner positions are subject to availability; premium placements may be limited. Advertisers supply suitable creative assets and accurate campaign information unless content creation is included in the agreed package.

RESERVE YOUR PLACEMENT.

Custom campaigns quoted on request.

adverts@theprime.ng

theprime.ng

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DIGITAL AD FORMATS

Artwork that fits.

Banner dimensions and creative preparation guide.

DISPLAY AD SPECIFICATIONS

Dimensions shown as width × height, in pixels.

Billboard

970 × 250 px



High-impact desktop placement

Leaderboard

728 × 90 px



Wide horizontal banner

Half Page

300 × 600 px



Premium sidebar placement

Medium Rectangle

300 × 250 px



Versatile content placement

PREPARING YOUR ARTWORK

Design: Use the exact dimensions above. Keep logos, text and calls to action clear, with space from the edges. Optimise imagery for screen viewing.

Supply: Send the artwork, destination URL, campaign dates and requested format. For static designs, prepare JPG or PNG artwork; confirm accepted files and size limits with the team before delivery.

Confirm before production: Mobile artwork sizes, animated or HTML5 ads, file-size limits and technical tracking requirements must be agreed for the booked placement. Diagrams illustrate proportions, not actual display size.

READY TO SUPPLY YOUR ARTWORK?

Confirm your placement with our advertising team.

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