

ONLINE ADVERTISING RATE CARD

Tanzania standard (Newspapers) Ltd,
Dailynews Building, Samora Avenue.
P.O.Box 9033,
Dar Es Salaam
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2015



POSITION

LEADERBOARD
SMALL RECTANGLE 1
SMALL RECTANGLE 2
SMALL RECTANGLE 3
SMALL RECTANGLE 4
SMALL RECTANGLE 5
SMALL RECTANGLE 6
MEDIUM RECTANGLE 1
MEDIUM RECTANGLE 2
MEDIUM RECTANGLE 3
MEDIUM RECTANGLE 4

SIZE (Pixels)

728 X 90
300 X 60
300 X 60
300 X 60
300 X 60
300 X 60
300 X 60
300 X 250
300 X 250
300 X 250
300 X 250

RATE /MONTH(\$)

\$350.0
\$280.0
\$280.0
\$200.0
\$200.0
\$200.0
\$180.0
\$250.0
\$250.0
\$200.0
\$180.0

DAILY NEWS
sundaynews
HABARILEO

Sponsored Links

TEXT

\$100.0

All banners should be 80KB or less in size
Flash banners should be saved to play at 18 frames per second (Fps) or less
Flash banner should be saved as ".swf"
All banners should be at the right sizes
Animated GIFs should be not more than 12 frames
Price above are exclusive of Value Added Tax (VAT)
The above advertising Rates are monthly rates and are in US \$
NOTE: 1 Pixel= 0.04 Cm

www.dailynews.co.tz

www.habarileo.co.tz

Daily News Online Edition Banner Positioning | MAIN PAGE

The screenshot shows the main page of the Daily News Online Edition. At the top, there is a navigation bar with the site's name and a search bar. Below this is a horizontal menu with categories like LOCAL NEWS, EDITORIAL, COLUMNISTS, BUSINESS, FEATURES, SPORTS, GALLERY, CLASSIFIEDS, and RATE CARD. The main content area is divided into several sections: a large featured article on the left, a 'THE NEWS IN PHOTOS' section on the right, and a 'LOCAL NEWS' section below. Other sections include EDITORIAL, COLUMNIST, BUSINESS, FEATURES, and SPORT. At the bottom, there are 'FEATURED CLASSIFIEDS' and two large rectangular areas for advertising.

LEADERBOARD

SMALL RECTANGLE 1

SMALL RECTANGLE 2

MEDIUM RECTANGLE 1

SMALL RECTANGLE 3

SMALL RECTANGLE 4

SMALL RECTANGLE 5

MEDIUM RECTANGLE 2

SMALL RECTANGLE 6

MEDIUM RECTANGLE 3

MEDIUM RECTANGLE 4