
Rate Card

the
nollywood
reporter

Sponsored Articles

Ready-to-Publish (PR-Provided)

The PR company provides the finalized, pre-written article, optimized with back-links and imagery, and we charge strictly for the upload and compliance review.

Rate per month	
Product:	₦1,600,000.00
Services:	₦1,850,000.00
Political:	₦ 2,350,000.00

Co-Created

We assign our own digital editorial team or “brand studio” to write the article, design custom infographics, or produce an embedded video. Sponsor will pick up associated creative production cost for labor. This cost excludes The Nollywood Reporter’s charges for placement outlined below.

Rates per month	
Product:	₦1,750,000.00
Services:	₦1,900,000.00
Political:	₦2,500,000.00

Distribution & Amplification “Add-Ons”

- Homepage Real Estate:** Keeping the sponsored piece pinned to the “Featured” section of the homepage for a month.
- Social Media Push:** Cross-promoting the article link on the publisher’s official X, LinkedIn, Instagram, and Facebook channels including paid advertisement on selected social media platforms.

Pre-Home Page Billboard (Welcome Page)

This is an interstitial advert that measures **640x480 pixels**, and it is the first page that visitors to the site view.

It offers visitors two options to click on:

- Link to advertiser’s website
- Link asking visitors to proceed to <https://thenollywoodreporter.com>

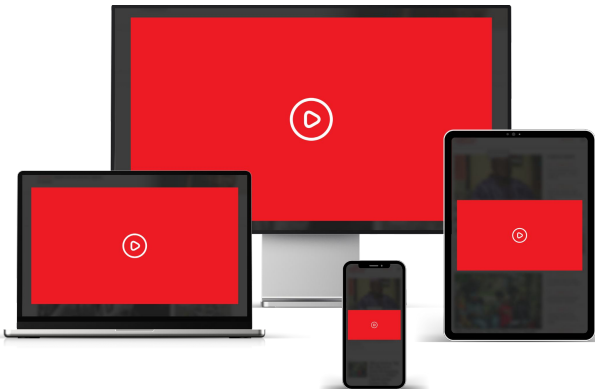


Rates per week

Product:	₦550,000.00
Services:	₦600,000.00
Political:	₦750,000.00

Pre-Home Page Video (Home Page)

This is a running video that plays just before the Home Page for not more than 30 seconds. It gives the visitors to the site the option to “skip.”



Rates per week

Product:	₦500,000.00
Services:	₦750,000.00
Political:	₦1,000,000.00

Video Companion

This is a special video section on the Home Page with videos designed to go viral.

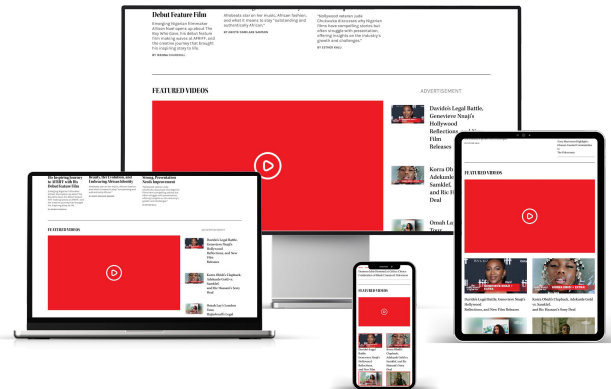
Sponsor's logo will appear on featured video.

Rates per week

Product: ₦650,000.00

Services: ₦600,000.00

Political: ₦750,000.00



Regular Advertising

Leaderboard (May not be available)

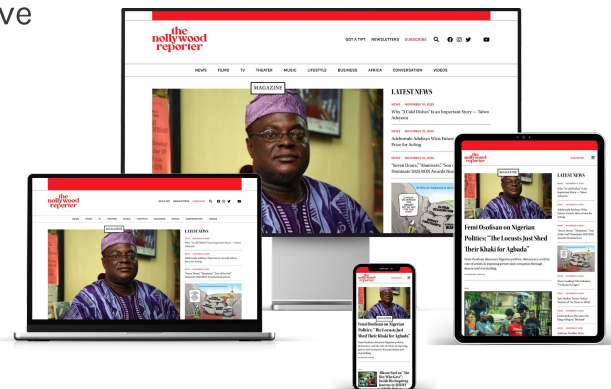
Large banner: **970x108 pixels**. It is positioned above the nameplate on the Home Page

Rates per month

Product: ₦1,650,000.00

Services: ₦1,900,000.00

Political: ₦2,350,000.00



Large Rectangle

This advert measures **300x250 pixels**

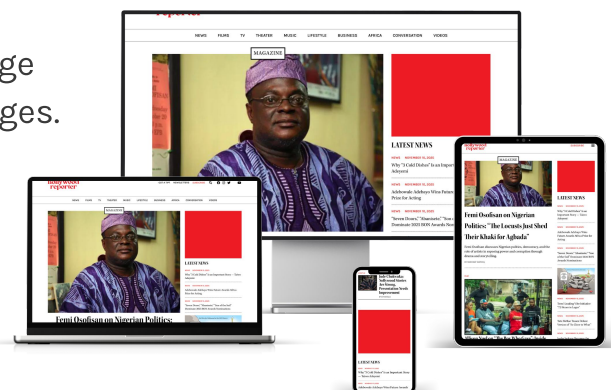
- Displays on the right column of the Home Page
- Displays, also, on all archive/navigational pages.

Rates per month

Product: ₦1,600,000.00

Services: ₦1,850,000.00

Political: ₦2,350,000.00



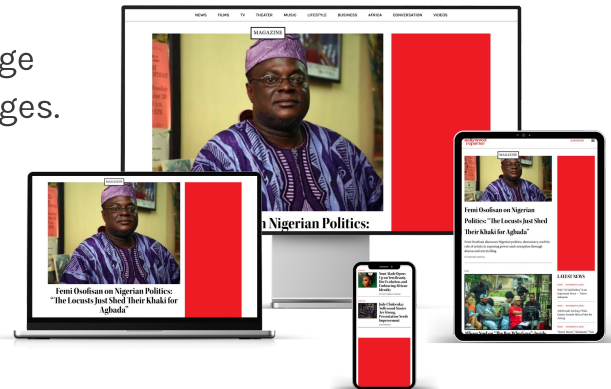
Half Page

This advert measures **300x920 pixels**

- Displays on the right column of the Home Page
- Displays, also, on all archive/navigational pages.
- Position is prominent and engaging.

Rates per month

Product:	₦1,600,000.00
Services:	₦1,850,000.00
Political:	₦2,350,000.00



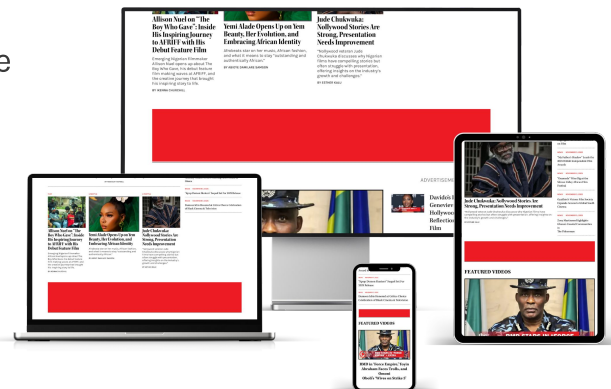
Middle Banner

This advert measures **970x150 pixels**

- Displays across three columns just below the magazine section on the Home Page

Rates per month

Product:	₦1,200,000.00
Services:	₦1,450,000.00
Political:	₦2,150,000.00



Advertorials

This may run as text, jpeg, or pdf.

- Displays on Home Page
- Only titles/headlines will show on the Home Page with ADVERTORIAL as prefix.
- Visitors to the site will click the advertorial before content appears.

Rates per day

Product:	₦200,000.00
Services:	₦250,000.00
Political:	₦350,000.00

Note

For advertising inquiries and payment details, contact The Nollywood Reporter at advertise@thenollywoodreporter.com or +1.407.785.5740 and +1.689.333.1411

You may call or WhatsApp same numbers.

- Rates are in Naira.
- All adverts must be prepaid.
- Ask for bank details.

Advertising Dimensions

Billboard Regular: 957x108 Expanded: 957x320	Image File Size (PNG/GIF/JPG) Normal: 60k Polite: 100k
Rectangular Banner Regular: 300x250	Animations (SWF/GIF) For Billboards: 7 seconds on auto expanded (30 seconds on re-expand) Others: Up to 30 seconds
Filmstrip (skyscraper) Regular: 300x600	Video File for Streaming (MP4) Regular: 1.5MB
Article Banner Regular: 300x60	
Middle Banner Regular: 600x90	