



Naija.com



Naija.com

the premier nigerian online Community



Profile

Naija.com, Nigeria's premiere website portal provides instant communication on Nigerian politics, economics, culture, arts and tourism. Founded in 1997 with offices in Washington D.C., London and Nigeria, Naija.com offers exclusive opportunities to interface with Nigerian business and the community at home and abroad. With more than **250,000 hits a month**, this site affords Businesses linkage to an educated audience with the spending potential you need and to a country that yielded the highest stock market returns in 2004-2005. To further support your business ventures, Naija.com's skilled graphics department is pleased to provide the advice and creative support to hone in on your target audience. Advertise with Naija.com and open your business to a nation of opportunity.

Audience

The target audience of Naija.com in various continents and their countries is listed below:

North America	USA	Canada				
Africa	Nigeria Zimbabwe	Cameroon Mali	South Africa Kenya	Senegal Tanzania	Ivory Coast	Niger
Europe	UK	France	Belgium			
Other region	Caribbean					



Naija.com

the premier nigerian online Community



Advertising Opportunities

Advertisers have three choices for advertising.

- Banners
- Text Links
- Logo Links

Banner

Banner advertisements provide an effective and easy way to promote your business on the internet. They will be placed at the top, bottom, and side of each page.

Text Links

Text links too have a high click through rate. Advertising through text links also improves your ranking in search engines. This helps in building traffic to your websites.

Logo Links

Logo links provide a graphical and highly visible marketing message to your target audience.

Ad Closing Dates

Ads must be given 2 days in advance.



Naija.com

the premier nigerian online Community



Online Advertising Rates

Advertising rates are based predominantly upon recent traffic trends, with the quality of audience also taken into consideration. Rates are adjusted periodically to better reflect the most recent traffic figures. However, it is important to note that advertiser rates do not change mid contract.

Website Traffic

Our website has a high traffic. We have more than 250,000 hits a month. With such a high traffic, your advertising is certainly going to be widespread.

The following are the most popular destinations outside the home page:

- News
- Dating
- Fashion
- Gallery
- Entertainment





Naija.com

the premier nigerian online Community



User Profile

The following demographics depict our website's visitors.

Demographics

Sex	
Women	55%
Men	45%

Education	
College Graduate	75%
Post College	30%

Household	
Average Annual Income	\$65,200
Average Age	33

Sex	
Employment	75%
Professional-Managerial	54%
Owner-Part Owner of Business	38%
Student	15%



Naija.com

the premier nigerian online Community



Target Advertisers

The following advertisers, advertising in Naija.com, would get maximum benefits:

- Banking
- Money Transfer
- Airlines
- Movie Industry
- Hair & Skin Care Products
- Automobiles
- Food Products
- Fashion Designers & Boutiques
- Electronic Products
- Telecom and Wireless
- Cosmetics
- Skin-care, and ethnic health and beauty
- Tourism
- Travel Packages
- Non Profit Organizations
- Music Industry
- Education
- Finance
- Real Estate
- Magazines





Naija.com
the premier nigerian online Community



Web Advertising Rates

Monthly Pricing Guide for Banner Ads

Please check out the amount to be paid for advertising. Naija.com bills for ads on a monthly basis.

Promotion rate:

The table that follows shows the rate for advertising for a month. Banner ads appear on any five pages only. They do not appear on the home page. However, banner size 728X90 appears on the home page. If you choose to place banner ad of this specification on the home page, you are allowed to place four other banner ads on other pages, counting to a total of five banner ads.

Section	234X60		120X600		728X90		120X240		468X60	
Home Page	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL	None		None	
News	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL	None	PAYPAL	None	PAYPAL
Dating	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Fashion	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Entertainment	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Classified	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Alumni	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Job	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Directory	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Sports	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Forum	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Health Center	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Tourism	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Gallery	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
Community	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				
E-cards	\$300	PAYPAL	\$400	PAYPAL	\$475	PAYPAL				