



Enugu Metro Rate Card

The following rates apply to our online advertising with effect from 1 January 2025

1. Display Advertising (Website & Newsletter)

Website Banners (enugumetro.ng)

- **Homepage Top Leaderboard (728x90px)** | ₦120,000/week | ₦400,000/month
- **Sidebar Rectangle (300x250px)** | ₦80,000/week | ₦280,000/month
- **Mobile Banner (320x100px)** | ₦60,000/week | ₦200,000/month

Newsletter Ads

- **Top Placement Banner (600x150px)** | ₦50,000 per send
- **Inline Sponsored Post (text + image)** | ₦75,000 per send

2. Sponsored Content & Native Ads

- **Feature Article (up to 800 words)** | ₦100,000 (includes one-time newsletter + homepage promo)
- **Event Spotlight (with visuals and links)** | ₦60,000
- **Business Interview or Profile Story** | ₦120,000 (includes interview, write-up, images, and homepage promo)
- **Native Ad in Category Section (e.g., Tourism, Business)** | ₦80,000/week | ₦250,000/month

3. Directory Listings

(All listings run for 30 days unless otherwise stated)

City Directory <ul style="list-style-type: none">• Basic Listing (Name, Phone, Address): ₦5,000• Enhanced Listing (Logo, Description, Link): ₦10,000	042Discounts <ul style="list-style-type: none">• Vendor Ad Spot (discount details, contact, logo): ₦10,000• Weekly Deal Highlight (Homepage + social media): ₦25,000
Nightlife (bars, lounges, clubs, street food) <ul style="list-style-type: none">• Basic: ₦5,000• Featured (with photos & homepage rotation): ₦15,000	Job Listings <ul style="list-style-type: none">• Single Job Ad: ₦8,000• 5-Job Bundle: ₦30,000• Urgent Tag + Highlight: ₦3,000 extra

Events

- Basic Event Post: ₦10,000
- Homepage Spotlight: ₦25,000
- Calendar + Social Push: ₦40,000

Real Estate

- Property Listing (5 photos): ₦10,000
- Premium Spot (rotating frontpage ad): ₦30,000

Cars

- Vehicle Ad (3 photos): ₦7,000
- Frontpage Feature: ₦20,000

Business Directory & Service Listings

- Standard Profile (logo, address, contacts): ₦8,000
- Premium Profile (SEO + priority search): ₦20,000

4. Social Media Promotions

- **Facebook + Instagram Post Boost (single post)** | ₦20,000 (organic + paid reach combo)
- **Weekly Content Package (3 posts + image design)** | ₦50,000/week
- **Business Takeover Day (Stories + Feed)** | ₦40,000/day
- **Live Interview or Reel Feature** | ₦60,000

5. Pricing Tiers

Placement Type	CPM	Flat Rate (Weekly)	Monthly
Homepage Leaderboard	₦1,200	₦120,000	₦400,000
Sidebar Rectangle	₦800	₦80,000	₦280,000
Sponsored Article	N/A	₦100,000	—
Directory Listing	N/A	₦5,000 – ₦15,000	₦10,000 – ₦40,000

*CPM = Cost per 1,000 impressions

6. Special Packages & Campaign Discounts

- **Startup Promo Pack:** Homepage Ad + Directory + Social (1 Month) – ₦200,000 (save ₦60K)
- **Event Combo:** Sponsored Post + Events Calendar + Social Push – ₦90,000 (save ₦35K)
- **Advertiser Loyalty Plan** (3-month commitment): 15% off all monthly placements
- **NGO/Government Discount:** Up to 20% off select services (subject to verification)

CONTACT FOR INFORMATION

Editor-in-Chief, Enugu Metro, PO Box 5644 Garki, Abuja, FCT 900001
 Mobile: +234 816 685-5842 | Email: info@enugumetro.ng | Website: enugumetro.ng

7. Design or Production Add-ons

- Ad Banner Design (static): ₦10,000/ad
 - Animated Web Ad (GIF): ₦15,000/ad
 - Image Editing / Social Graphics: ₦5,000 per asset
 - Sponsored Video Production (1–2 mins): ₦80,000
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Contact & Booking Instructions

To Book an Ad Space:

1. Email: sales@enugumetro.ng
2. WhatsApp/Call: **+234 805 774-8895 | +234 816 685-5842**

Booking Notes:

- Full payment required to reserve ad slot
- Creative materials must be submitted 48 hours before campaign launch
- For custom campaigns or bulk deals, contact our advertising desk
- All rates are exclusive of VAT

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