

T **PREMIUM** **imes**

www.premiumtimesng.com

Online Media Kit

LAYOUT & DESCRIPTION

PLATINUM BILLBOARD BANNER (970 X 250):

Situated at the top of the web page. It accommodates one product at a time. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website.

DIAMOND BANNER (728x90):

Situated at a strategic position below the Menu Bar right under the website logo. This is a static Ad of just one (1) product.

SILVER BANNER (728x90):

Situated below the More Headlines section of the website.

Platinum Billboard
970x250px

PREMIUM
Times

Home COVID-19 News Investigations Business Opinion Health Agriculture Arts/Life Sports Projects

Diamond Billboard
728x90px



More Headlines



SILVER - 728x90px
Banner

SILVER - 728x90px
Banner

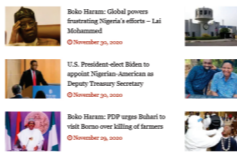
Top News



SILVER - 728x90px
Banner

SILVER - 728x90px
Banner

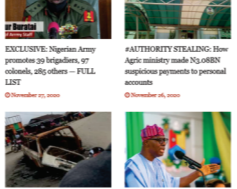
More News



SILVER - 728x90px
Banner

SILVER - 728x90px
Banner

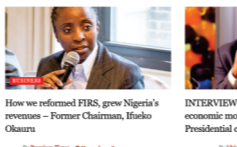
Special Reports



SILVER - 728x90px
Banner

SILVER - 728x90px
Banner

Features and Interviews



SILVER - 728x90px
Banner

SILVER - 728x90px
Banner

GOLD
300X250px
Banner

GOLD
300X250px
Banner

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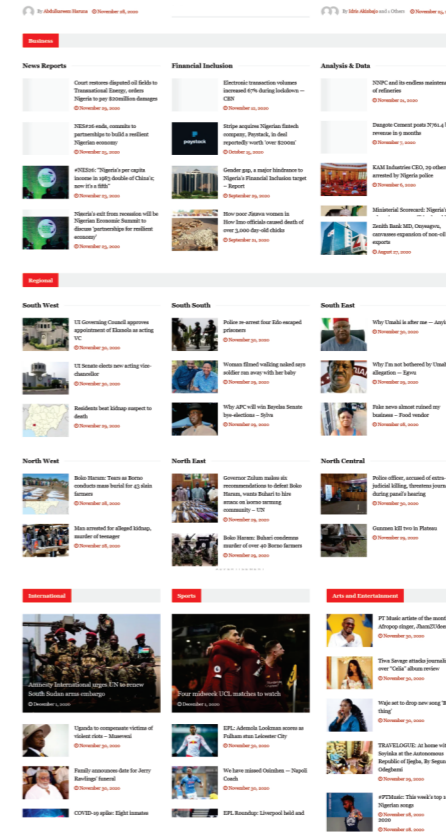
GOLD
300X250px
Banner

GOLD
300X250px
Banner

GOLD
300X250px
Banner

GOLD BANNER (300x250): Situated right under the Top Headline Stories.

VIDEO AD: Your Video adverts/Jingles/Montages goes here.



CLASSIFIED
250X250px
Banner

CLASSIFIED
250X250px
Banner

CLASSIFIED
250X250px
Banner

CLASSIFIED
250X250px
Banner

CLASSIFIED BANNER (250X250): Situated below at the end of the website homepage.

ADVERTISING: LAYOUT & PLACEMENTS

HOME PAGE

The screenshot shows the Premium Times homepage layout with several ad placements:

- Platinum Billboard (970x250px):** Located at the top left, above the main navigation.
- Diamond Billboard (728x90px):** Located below the Platinum Billboard, above the main headline.
- Main Headline:** "Governor Zulum makes six recommendations to defeat Boko Haram, wants Buhari to hire mercenaries".
- More Headlines:** A grid of smaller news items.
- SILVER - 728x90px Banner:** Placed below the main headline and in the left sidebar.
- GOLD - 300x250px Banner:** Placed in the right sidebar.
- Search:** A search bar is located in the right sidebar.
- Top News:** A section of trending news items.
- More News:** A section of additional news items.
- Special Reports:** A section of featured news items.
- Featured and Interviews:** A section of featured news items.

STORY PAGE

The screenshot shows a Premium Times story page with an advertisement:

- PREMIUM Times Logo:** Located at the top center.
- Navigation:** Home, COVID-19, News, Investigations, Business, Opinion, Health, Agriculture, Arts.
- Advertisement:** "Achieve more with BUA CEMENT The New King of Strength".
- Main Image:** A photograph of Governor Zulum and other officials in a meeting.
- Section Header:** "At meeting with lawmakers, APC".
- Text:** "It is the third time the lawmakers are demanding the removal of the service chiefs over the rising insecurity in the country, yet the President has stuck to his guns.".
- Byline:** "By Mojeed Alabi — December 9, 2020 4 min read".
- Social Media:** Facebook, Twitter, WhatsApp, Telegram, Email, Print, RSS icons.
- Text:** "The governors elected on the platform of the All Progressives Congress (APC) may have had their way against the wishes of the members of the National Assembly over the summons issued to President Muhammadu Buhari by the lawmakers on the degenerating security situation across the country.".
- Text:** "At a Tuesday night meeting between the governors and the party's caucus in the National Assembly 1, those in attendance argued for hours on reasons for and against the appearance of the president before the house.".
- Text:** "PREMIUM TIMES was briefed on the deliberations at the meeting by multiple sources present.".
- Text:** "The governors were led to the meeting by their chairman, who doubles as the governor of Kebbi State, Atiku Bagudu. Also in attendance were both Senate President Ahmad Lawan and the Speaker of the House of Representatives, Femi Gbajabamila.".
- Text:** "The Governor of Katsina State, Bello Masari, who was also a speaker of the House of Representatives, was accorded the opportunity to speak to the lawmakers on the likely consequences of the president's appearance before the lawmakers.".
- Section Header:** "Governors' argument".
- Text:** "Apart from their fear that the state houses of assembly may want to take the opportunity to 'harass' the governors by seeking frequent appearances, they also claimed that they had obtained an intelligence report that indicated that the opposition Peoples Democratic Party (PDP) members were planning to embarrass the president.".
- Text:** "The governors also spoke about party supremacy, insisting that the decision of the party at its National Executive Council meeting held earlier in the day was to discourage the president from addressing the lawmakers.".
- Text:** "One of the governors from the North Central states spoke about the public knowledge of their meetings and cited the earlier report by PREMIUM TIMES. The governor said the contents of the meetings with the president at the villa and other places, have been reported by the newspaper.".
- Text:** "He, therefore, cautioned the members in attendance against sabotaging the interest of the party.".
- Advertisement:** "Introducing... Big Boss" with a red arrow pointing to it.
- Text:** "They, therefore, appealed to the lawmakers to heed their request by cancelling the address of the president which had already been scheduled for Thursday.".
- Section Header:** "Senate President backs governors".
- Text:** "Meanwhile, the President of the Senate, Mr Lawan, who was apparently the only senator in attendance at the meeting,..."

STORY BREAK-INS (728x90):
This banner is placed in-between ALL stories.
Its placed in 3 strategic locations (10th, 20th & 32nd paragraphs) in the body of stories. Readers get to see the Advert while reading any story.

ADVERTISING: Regular & Special Projects

Slot Name	Size (pixels)	Price (weekly) (vat. exclusive)	Political (vat. exclusive)
Platinum Billboard	970 x 250	N 700,000	N 900,000
Diamond Billboard	728 x 90	N 500,000	N 650,000
Gold Banner	300 x 250	N 450,000	N 585,000
Silver Banner	728 x 90	N 300,000	N 400,000
Story Break-Ins (Para. 10)	728 x 90	N 450,000	N 585,000
Story Break-Ins (Para. 20)	728 x 90	N 350,000	N 455,000
Story Break-Ins (Para. 32)	728 x 90	N 250,000	N 325,000
Video Ad	300 x 250 (expandable)	N 300,000 (60secs Video Ad)	N 390,000
Classifieds	250 x 250	N 5,000	

Special Projects;

- Documentaries
- Event Coverage
- Special reports
- Photo Splash/Gallery

Liveblog

Advertorial/Press Releases/Interviews

Pricing: Call +234(0)817 024 7220

ADVERTISING: Social Media

Our Presence;

Facebook: <https://fb.me/premiumtimes>

Twitter: @premiumtimesng

Instagram: @premiumtimes

What We Offer;

Platform	Frequency (per Day)	Price (vat. exclusive)
Facebook	2 Posts	N 100,000
Twitter	5 Tweets	N 100,000
Instagram	Photos (up to 10)	N 50,000
	Videos (60secs)	N 100,000

Facebook & Instagram LIVE

Platform	Frequency	Price (vat. exclusive)
Facebook	30 minutes	N 250,000
Instagram	30 minutes	N 200,000

TECHNICAL SPECIFICATIONS

1. Creatives can be in either of the following formats:

- a) .jpg
- b) .png
- c) .gif
- d) .flv/.mp4 (For Video Ad)

2. Banner size should not exceed 250kb except for Video Ad

POLICY

1. Our advertorial policy derives essentially from the spirit of our editorial policy and to that extent, it accommodates all range of commercial, opinion, view point, testimonies or contention with the strict exception of homophobia, pornography, defamation and abuse of religious and ethnic sensibilities
2. To that extent we accept political and non-political adverts.
3. All adverts however, must meet the ethical standards of the Advertising Practitioner Council of Nigeria (APCON).
4. All adverts must be received 1 week ahead of placement date to allow for production, testing and quality assurance. Campaigns will commence when evidence of payment has been received.
5. Notice of extension of placement must be received 3 days, 1 week and 1 month in advance for weekly, monthly and yearly advert placements respectively.
6. In event that no notice of extension is received within the stipulated time frame, the advert campaign will be terminated at the expiration of the contract.

ABOUT US

Premium Times Services Ltd., publishers of “Premium Times”- an online news brand of both local and international repute - is a media company with headquarters in Abuja, offices in Lagos and Washington D.C. and representatives across Nigerian states.

We have a vision to help strengthen Nigeria's democracy, advance the competitive edge of our economy, the well-being and the rights of the people, promote and enrich their cultural practices and advocate for best practices, good governance, transparency and human rights, in line with the values expected of a modern democratic state.

Proprietors of the organisation believe that of all the institutions of a modern democracy, the role of the media is a pre-eminent one that is best understood in promoting accountability and transparency in government.

We believe that the media can help forge new communities, pursue political and social agenda in support of a better society, and help build visions of hope and resistance.

Sadly the media can also lead in negative directions: dividing people and truncating hope and vision.

In our country, the media has played both roles at different times in our history.

Premium Times believes that the time has come for Nigeria to embrace the challenge of progress and development in a substantial, concrete sense.

As a result of this, we have brought a huge commitment to offer our country the type of media that will advocate for the people, and nudge our nation towards the path of development and social re-engineering.

We are of the view that, in terms of its formal processes and philosophy of its content, the new media that will help spur the challenge of educational revolution, cultural rebirth, and economic development in Nigeria, must be reflective, thoughtful, analytical and empathetic, without a sense of entitlement and insularity.

We have come to fill that lacuna and raise the bar of journalism in our country.

We plan to publish across all formats, beginning with this online platform, where we hope to appeal to the swelling ranks of our young and middle class elites, with a vision of the future and belief in social change.

No other online media in Nigeria equals our footprint in the African region particularly in West Africa and South Africa.

We have proudly earned our bragging rights as the leading online platform in breaking news, analytical delivery, social responsibility, and informed commentaries.

Above all we have come to be seen as the reference point on investigative reporting, and multimedia news delivery, with a robust feedback mechanism, and the most engaging reach to the Nigerian youth.

Currently as an online platform, **Premuimtimesng.com** sharply contrasts from its peers which are mere news aggregators, by operating a truly professional news operation based on sound ethics.

All our content is verified and published on the best judgment of our editors.

No news is purchased here.

EDITORIAL MANAGEMENT TEAM

The management team of Premium Times consists of a highly skilled and experienced workforce, led by:

Mr Dapo Olorunyomi - Publisher/Chief Executive Officer

Mr Dapo Olorunyomi is an award-winning reporter and writer with varied experience in Nigeria and internationally. He is one of the two only Nigerian past recipients of the International Editor of the Year Award and has won the Freedom to Write Award from PEN(West), as well as the National Association of Black Journalists Press Freedom Award. He also recently received a Lifetime Achievement Award from DAME (Diamond Awards for Media Excellence) and Fellowship of the Nigerian Institute of Journalism. He was a co-founder of The News magazine in Lagos, one-time policy director and chief of staff at the Economic and Financial Crimes Commission (EFCC), and the founder of the Wole Soyinka Centre for Investigative Journalism (WSCU).

Mr Musikilu Mojeed- Editor-in-Chief/Chief Operating Officer

Mr Musikilu Mojeed, a multiple award-winning journalist, worked at The News/TEMPO Magazine, TELL Magazine, PUNCH newspaper and NEXT. He is one of Nigeria's and Africa's most regarded investigative journalists, and journalism trainers. He was a 2009 Ford Foundation International Fellow at The City University of New York, and a 2012 Knight Journalism Fellow at Stanford University in the United States. Mr. Mojeed was a judge of the annual UNESCO's World Press Freedom Award. He shared a Pulitzer for his team's groundbreaking reporting on the Panama Papers and has also been honoured with the Global Shining Light Award, FAIR's Editor's Courage Award, and the Wole Soyinka Investigative Reporting Awards.

Messrs. Olorunyomi and Mojeed lead a group of talented, experienced and award-winning editors, reporters, writers and administrators, including Africa's and Nigeria's Investigative Journalist of the Year 2018.

The team also consists of seasoned and informed columnist and opinion writers from diverse works of life who comment on national and global issues regularly.

The Digital Strategy & Technology department is made up of a group of young and talented individuals who are dedicated to ensuring that the technology aspects of the platform are fully functional and meet all the expectations of our clients and audience alike.

The administrative department consists of highly qualified administrators, accountants, advert executives, business development executives among others, who are all dedicated and committed to ensuring the realization of the goals of the company.



CONTACT US



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