

2024-2025

Guardian Sun

Online Rates

	BANNERS	Size (Pixels)	Per/Month
1.	Top Banner Option 1 (100,000 CPM)	970 X 90	P12,000
2.	Right/Left Banner Option 1 (100,000 CPM)	300 X 600	P7,500
3.	Bottom Banner Option 1 (100,000 CPM)	970 X 90	P6,830

BANNER PLACEMENT

Banner adverts appear on all pages of the website, including the home page. Article Banners appear in all article pages except the home page.

SHARED / ROTATION

All banner slots are shared between a maximum of 5 clients. The banner rotates (changes) to show a different client's advert when a website user visits a new page, or reloads the same page.

BANNER & PRICING

Banner advertising is sold using a monthly duration model. There are 3 monthly pricing options per banner size - which are a "packaged" version of the CPM model (Cost Per Mile). CPM indicated the number of times your advert will be displayed during the 1 month duration (e.g. CPM 100,000 indicated that your advert will be displayed 100,000 times during the 1 month duration).

If you need further clarification please contact:
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NATIVE OR SPONSORED CONTENT
BWP 5000 PER PLACEMENT



BOTSWANA

GUARDIAN

THE MIDWEEK
SUN
Exciting & Newsy