

# 2022-2023

# Guardian Sun

# Online Rates

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

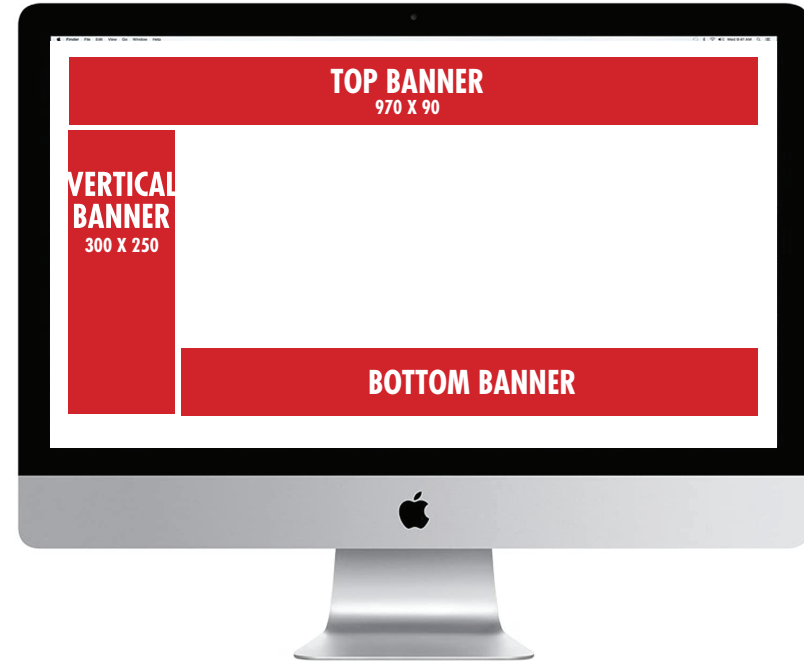
## BANNER & PRICING

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).

## FACEBOOK PROMOTIONS

Our facebook rate starts at P3000 per post and live streaming at 1500 per 45minutes.

**If you need further clarification please contact:**  
**Obusitse Motlhalamme +267 71534 483**  
**Potlako Bogatsu +267 72 522 039**



# BOTSWANA GUARDIAN

