

RATE CARD

Effective March 1, 2024

PROMOTED POST

This is an advertorial presented in text format in the right column on home page. It is published unedited, except for legal and grammatical reasons.

Regular Rate/Private Sector: N200,000 per day/N600,000 per week
Public Sector/Political: N300,000 per day/N800,000 per week

THE NATION



March 6, 2024

COAS: Army has no desire to truncate Nigeria's democracy



March 6, 2024

Federal Government in talks with African Development Bank on multi-trillion naira coastal, trans-Sahara highways



March 6, 2024

BUSINESS



March 6, 2024

Expatriate employment levy will ruin investors' confidence – MAN



March 6, 2024

Binance flees Nigeria over multiple allegations



March 6, 2024

Naira suffers depreciation at the

BREAKING NEWS



NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested

March 2, 2024



House To Probe Frequent National Grid Collapse

February 29, 2024

YOUR AD



N1,301/\$1 Allocation Rate

February 28, 2024



Naira Gains at Parallel

PRESS RELEASE

The press release is published under the news category with modifications considered fit for purpose.

Regular Rate/Private Sector: N200,000 per day/N600,000 per week
Public Sector/Political: N300,000 per day/N800,000 per week

SOCIAL MEDIA

Facebook	NGN200,000 - 4 post per day
Instagram	NGN200,000 - 4 post per day
Twitter	NGN200,000 / 10 tweets
Live Tweet	NGN100,000 per hour
Liveblog	NGN300,000 per hour

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More



The screenshot shows the Twitter profile page for 'TheLink News'. The profile picture is a circular logo with a blue and white dotted pattern. The header features the text 'THE LINK' in a large, bold, blue font, with a red dot above the 'I' in 'LINK'. Below the header, the name 'TheLink News' and the handle '@TheLinkNewsng' are displayed. The bio reads: 'Linking the people with the truth. Link up with us if you have got that disruptive, but factual story or info'. Contact information includes 'Email: info@thelinkng.ng' and 'WhatsApp: +2347067487583'. The 'Following' button is visible, indicating the user follows the account.

STANDARD RECTANGLE

This 300x250px advert is strategically placed on the right column.

Regular Rate/Private Sector: N1,200,000 per month.

Public Sector/Political: N2m per month.

THE NATION



🕒 March 6, 2024

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🕒 February 29, 2024

YOUR AD

MIDDLE BANNER

It is 602x150px banner straddling two columns just below the Top Stories section, which is the most important section of the newspaper.

Regular Rate/Private Sector: N3m per month.
Public Sector/Political: N3.6m per month

THE NATION



🕒 March 6, 2024

COAS: Army has no desire to truncate Nigeria's democracy

BUSINESS



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BREAKING NEWS



NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested

🕒 March 2, 2024



House To Probe Frequent National Grid Collapse

🕒 February 29, 2024



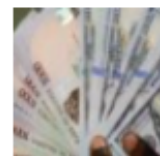
President Tinubu Heads to Qatar for Nigeria-Qatar Business Investment Forum

🕒 February 29, 2024



CBN Resumes Sale of Dollar to BDCs at a N1,301/\$1 Allocation Rate

🕒 February 28, 2024



Naira Gains at Parallel Market to N1,620/\$1 as Official Rate Dip to N1,615/\$1

🕒 February 28, 2024



NLC Nationwide Protests Aborts After Day One

🕒 February 28, 2024



🕒 March 6, 2024

Tinubu says the economy is not in distress



Naira suffers depreciation at the official window, stable at the parallel market



🕒 March 5, 2024

OPS condemns looting of food trucks by









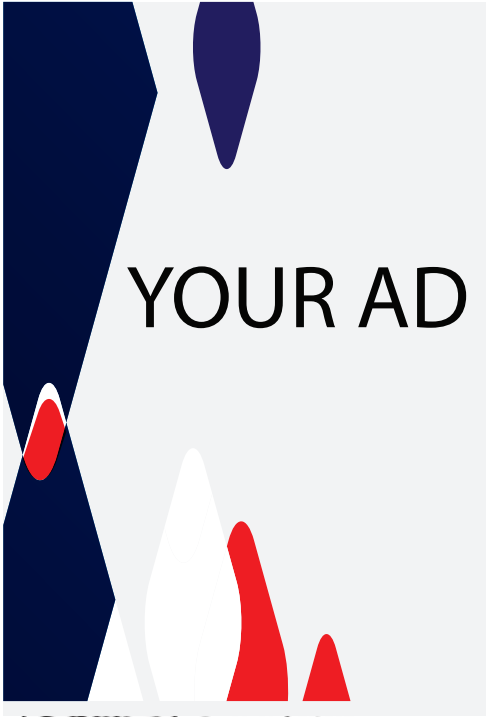




🕒 March 5, 2024

LCCI raises concern over likely perception of FG as hostile to expatriates

LARGE RECTANGLE

- (1) This 325x390px advert is strategically placed on the right column.
- (2) It is seen by the user on coming to the website.

Regular Rate/Private Sector: N3m per month. Public Sector/Political: N3.6m per month.

THE NATION	BUSINESS	BREAKING NEWS
 <p>March 6, 2024</p> <p>COAS: Army has no desire to truncate Nigeria's democracy</p>	 <p>March 6, 2024</p> <p>Expatriate employment levy will ruin investors' confidence – MAN</p>	 <p>NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested</p> <p>March 2, 2024</p>  <p>House To Probe Frequent National Grid Collapse</p> <p>February 29, 2024</p>
 <p>March 6, 2024</p> <p>Federal Government in talks with African Development Bank on multi-trillion naira coastal, trans-Sahara highways</p>	 <p>March 6, 2024</p> <p>Binance flees Nigeria over multiple allegations</p>	
 <p>March 6, 2024</p> <p>Tinubu says the economy is not in distress</p>	 <p>March 6, 2024</p> <p>Naira suffers depreciation at the official window, stable at the parallel market</p>	
 <p>March 5, 2024</p> <p>OPS condemns looting of food trucks by</p>	 <p>March 5, 2024</p> <p>LCCI raises concern over likely perception of FG as hostile to expatriates</p>	

GOLD LEADERBOARD

- (1) A 970x60px banner directly below the masthead on the homepage.
- (2) It occupies the most prominent position on the website.
- (3) Advertiser's banner will appear on top of every story published on the website.
- (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
- (5) Free posting of videos of advertiser's events in the Must-See Video section (once in a month)
- (6) Free posting of pictures of advertiser's events in the Photo Gallery section (once in a month)

Regular Rate/Private Sector: N2.2m per month. Public Sector/Political: N3.2m per month.

[Home](#) [About Us](#) [Advert Rates](#) [Careers](#) [Contact Us](#)



THE LINK

Linking the people with the truth...

YOUR AD



THE NATION

POLITICS

BUSINESS

INTERNATIONAL

POLICY

SPORT

LIFESTYLE

ENTERTAINMENT



TOP STORIES:

Troost-Ekong almost walked away from the Super Eagles...international football

MARCH 6, 2024

POLICY

March 6, 2024

House summons Oyetola, NPA boss, others on controversies trailing seaport concessions



March 6, 2024

Terrorists abduct hundreds of female IDPs, three escape in Borno



PLATINUM MIDDLE LEADERBOARD

- (1) A massive 970x108px banner directly below Top Story on the homepage.
- (2) It occupies a prominent position on the website.

Regular Rate/Private Sector: N2m per month.
Public Sector/Political: N3m per month.

The screenshot shows the top section of the THE LINK NEWS website. At the top is a dark blue navigation bar with links for 'About Us', 'Advert Rates', 'Careers', and 'Contact', along with social media icons for Facebook, Twitter, and Instagram. Below this is a red navigation bar with a home icon and menu items: 'THE NATION', 'POLITICS', 'BUSINESS', 'INTERNATIONAL', 'POLICY', 'SPORT', 'LIFESTYLE', and 'ENTERTAINMENT'. A search icon is on the right. The main content area features a 'TOP STORIES' section with a large article titled 'Troost-Ekong almost walked away from the Super Eagles...international football' dated 'MARCH 6, 2024'. The main image shows a woman in a white traditional Nigerian attire speaking at a podium. A red 'POLICY' tag is overlaid on the image. Below the image is the headline 'House summons Oyetola, NPA boss, others on controversies trailing seaport concessions' and the date 'March 6, 2024'. To the right is a sidebar with two smaller news items: 'Terrorists abduct hundreds of female IDPs, three escape in Borno' dated 'March 6, 2024' with an image of soldiers, and an item with an image of a gavel and the EFCC logo.

This section displays a grid of news snippets. It is divided into three columns: 'THE NATION', 'BUSINESS', and 'BREAKING NEWS'. Under 'THE NATION', there is a snippet with a photo of a man in a military uniform and the headline 'COAS: Army has no desire to truncate Nigeria's democracy' dated 'March 6, 2024'. Under 'BUSINESS', there is a snippet with a photo of a man in a patterned shirt and the headline 'Expatriate employment levy will ruin investors' confidence – MAN' dated 'March 6, 2024'. Under 'BREAKING NEWS', there are three snippets: 'NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested' dated 'March 2, 2024' with a 'NIGERIA CUSTOMS SERVICE (NCS)' logo; 'House To Probe Frequent National Grid Collapse' dated 'February 29, 2024' with a photo of a power plant; and 'President Tinubu Heads to Qatar for Nigeria-Qatar Business Investment Forum' dated 'February 29, 2024' with a photo of President Tinubu.

A large graphic with the text 'YOUR AD' in the center, set against a background of blue and red geometric shapes.

PLATINUM LEADERBOARD

- (1) A massive 970x108px banner directly below the masthead on the homepage.
 - (2) It occupies the most prominent position on the website.
 - (3) Advertiser's banner will appear on top of every story published on the website.
 - (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
 - (5) Free posting of videos of advertiser's events in the Must-See Video section (once in a month)
 - (6) Free posting of pictures of advertiser's events in the Photo Gallery section (once in a month)
 - (7) Use of advertiser's stories in the Top Stories (equivalent of a newspaper's front page)
 - (8) Promotion of advertiser's stories through our social media handles
- Regular Rate/Private Sector: N3,100,000 per month. Public Sector/Political: N4m per month.

The screenshot shows the homepage of 'THE LINK' news outlet. At the top, there is a navigation bar with links for Home, About Us, Advert Rates, Careers, and Contact Us, along with social media icons. The main masthead features the 'THE LINK' logo with the tagline 'Linking the people with the world'. Below this is a large banner area with the text 'YOUR AD' in the center, flanked by abstract blue and red shapes. A red navigation bar contains categories: THE NATION, POLITICS, BUSINESS, INTERNATIONAL, POLICY, SPORT, LIFESTYLE, ENTERTAINMENT, and a search icon. The 'TOP STORIES' section highlights a main article: 'House summons Oyetola, NPA boss, others on controversies trailing seaport concessions' dated March 6, 2024, under the 'POLICY' tag. To the right, there are two smaller article teasers: 'Terrorists abduct hundreds of female IDPs, three escape in Borno' dated March 6, 2024, and a snippet for 'EFCO' (Economic & Financial Crimes Commission).

THE NATION



March 6, 2024

COAS: Army has no desire to

BUSINESS



March 6, 2024

Expatriate employment levy will ruin

BREAKING NEWS



NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested

March 2, 2024



House To Probe Frequent National Grid Collapse

February 29, 2024



President Tinubu Heads to Qatar for Nigeria-Qatar Business Investment

HOME OWNERSHIP

This is the exclusive premium space which allows the advertiser to take "ownership" of the home page. There are eight major features and benefits:

- (1) A massive 970x108px banner directly below the masthead on the homepage.
 - (2) Two billboard banners, one on the left and the other on the right of the image area of home page.
 - (3) Advertiser's banner will appear on top of every story published on the website.
 - (4) Advertiser's banner will be on TheLink newsletter sent daily to over 120,000 email addresses.
 - (5) Free posting of videos of advertiser's events in the Must-See Video section (twice in a month)
 - (6) Free posting of pictures of advertiser's events in the Photo Gallery section (twice in a month)
 - (7) Regular use of advertiser's stories in the Top Stories (equivalent of a newspaper's front page)
 - (8) Regular promotion of advertiser's stories through our social media handles
- Regular Rate/Private Sector: N4m per month. Public Sector/Political: 5m per month.

The screenshot displays the homepage of TheLink, a news website. At the top, there is a navigation bar with links for Home, About Us, Advert Rates, Careers, and Contact Us, along with social media icons. The main masthead features the 'THE LINK' logo with the tagline 'Linking the people with the world'. Below the masthead is a large, prominent banner that reads 'YOUR AD' in a stylized font, set against a background of geometric shapes in blue, red, and white. Underneath the banner is a red navigation bar with categories: THE NATION, POLITICS, BUSINESS, INTERNATIONAL, POLICY, SPORT, LIFESTYLE, and ENTERTAINMENT. The 'TOP STORIES' section is highlighted, featuring a large article titled 'House summons Oyetola, NPA boss, others on controversies trailing seaport concessions' dated March 6, 2024. To the right of this article are two smaller news snippets: 'Terrorists abduct hundreds of female IDPs, three escape in Borno' and 'NCS Owerri Unit Seizes N5.35bn Contrabands, 9 Arrested'. Below the main article, there are three columns of news under the headings 'THE NATION', 'BUSINESS', and 'BREAKING NEWS'. The 'THE NATION' column includes an article about the COAS Army's stance on Nigeria's democracy. The 'BUSINESS' column features articles about expatriate employment levies, binance fleeing Nigeria, and naira depreciation. The 'BREAKING NEWS' column includes articles about a national grid collapse and President Tinubu's trip to Qatar. At the bottom of the page, there are two more 'YOUR AD' banners, one on the left and one on the right, mirroring the top banner.