



The First and Sure Route to Nigerian Institutions

EDUCATION MONITOR

For Knowledge, Issues-based & Alternative News

Office Address: Plot SP 360/362 Apo Mechanic Scheme
Federal Capital Territory, Abuja.

Tel: 08037032245

Education Monitor is a Monthly Newspaper

ADVERTISEMENT RATES EFFECTIVE FROM 29TH FEBRUARY, 2020

ALL RATES ARE EXCLUSIVE OF 7.5% VAT

COLOR ADVERTS

SIZE	RATE
Full Page	580,000
Half Page	380,000
14x5 Columns	320,000
14x4 Columns	310,000
14x2 Columns	230,000
10x6 Columns	205,000
10x5 Columns	250,000
10x4	260,000
9x6	270,000
9x5 Columns	280,000
9x4 Columns	230,000
8x5 Columns	230,000
8x3 Columns	170,000
7x5	160,000
7x4 Columns	160,000
Quarter Page	150,000
7x3	120,000
6x3	110,000
6x2	80,000
2x6 Strip	150,000
5x3	65,000
4x3	50,000
4x2	35,000
3x3	30,000
3x2	25,000
2x2	20,000
1x2	7,000
1x1	4,000

PULL-OUT SECTIONS

SIZE	RATE
Full page	600,000
10x5	480,000
Half page	450,000
Quarter page	250,000
Front Page Solo/Strip	550,000
Back page Solo/Strip	320,000
Center Spread	700,000
Inside Front Cover	600,000
Inside Back Cover	500,000
Outside Back Cover	500,000
Earpiece	300,000

ONLINE GENRES/RATES

Slot Name	Size (Pixels)	Daily insertion 1 Week	Daily insertion 2 Weeks
Gold Banner	180 x 90	N 400,000	N 800,000
Platinum/Side Banner	300 x 250	N 400,000	N 800,000
Diamond Banner	728 x 90	N 350,000	N 700,000
Silver Banner	728 x 90	N 200,000	N 400,000
Bronze Billboard 1	728 x 90	N 450,000	N 900,000
Bronze Billboard 2	970 x 250	N 500,000	N 1,000,000
Story Break-Ins (Para. 10)	468 x 60	N 300,000	N 600,000
Story Break-Ins (Para. 20)	468 x 60	N 300,000	N 600,000
Story Break-Ins (Para. 32)	468 x 60	N 200,000	N 200,000

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TERMS OF ADVERT PLACEMENT

- All adverts are to be Prepaid in Cash, Draft or Cheque in favor of EDUCATION MONITOR LTD.
- Series discount is subject to the stipulate number of insertions and it is payable only at the end of the Campaign (to be deducted from balance paid).
- Copy date is 5 days for North and 7 days for South.
- Cancellation of advert placement in less than 24 hours to publication date will attract 25% surcharge.
- Advertisers/Agencies are to supply their camera ready artworks in electronic copies and in PDF, TIF or jpeg format.
- Advertisers will be surcharged 10% of the applicable rate where artworks are provided.
- Advert may not be published if the visuals given are considered too poor as to affect the production.
- Color guides are to accompany coloured adverts.
- Alterations to original order should be conveyed in writing one week to desired alteration date.

ALL ADVERTS ARE TO BE FORWARDED TO

e-mail: educationamonitornews2018@gmail.com
hajjwazz@gmail.com

OFFICE ADDRESS: Plot SP 360/362 Apo Mechanic Scheme, Federal Capital Territory, Abuja.
ADVERT HOTLINES: +234-803-7032-245, +234-803-7024-348, +234-812-6550-029, +234-807-8781-666

NOTE: Education Monitor reserves the right not to publish advertisements already schedule for publication, if they are found to be libellous or potentially offensive to the sensibility of the public without prior notice. Appropriate refunds(s) will be made in such circumstances