

## OUR RATES CARD 2023

### News Website Advert Placement Per Month

- **Graphics/Banner**

- Top homepage leaderboard 1600 x 400 pixels — **N265,000.00**
- Banner placement on news pages 1080 x 1080 pixels — **N247,250.00**
- Bottom homepage leaderboard 1600 x 400 pixels — **N265,000.00**
- Side bar placements 300 x 250 pixels — **N215,000.00**
- Wallpaper ads 1400 x 600 pixels — **N301,000.00**
- Featured post (not more than 500 words) — **N161,250.00**

- **Motions/Visuals Not Exceeding 60 Seconds**

- News stories pages — **N322,500.00**
- Homepage Spot — **N376,250.00**
- Side Bar spot — **N322,500.00**

All designs and productions are to be in jpeg, mp3 and MP4 formats respectively.

#### NOTE

- Production attracts separate charges if we are to be engaged in the production of ad materials and content. Copy/graphic design start at **N45,000.00**
- Subscriptions for 3 months and above attract a 10% discount.

**All payments are upfront to Company Account:**

**Technocrat Innovations Plus Ltd – 0450702364, GTBank.**

#### Sales & Marketing

08033039876 | 07088548009

Thanks for your patronages.

### Management

[www.dailyagent.ng](http://www.dailyagent.ng) | [www.dailyagentcheck.ng](http://www.dailyagentcheck.ng)

## About Us

DailyAgent (formerly TechnocratMedia) founded in 2018, is Nigeria's independent online newspaper with a knack for investigation, data analytics, insights and inclusive reporting. We arm citizens with information to act for change.

## Our mission

To promote dissent voices, access and freedom of information, accountable and sustainable democracy through the use of data analytics, media-technology tools and products, investigative journalism and research to make citizens and public institutions become agents of change to act constructively and responsibly.

## Our vision

To become the foremost independent media institution offering platforms, empowerment and products to elicit public participation and inclusion in Africa's democracy and development.

## Journalistic values

- Change—We work to make citizens and public institutions become agents of change to act constructively and responsibly.
- Data & Insights—We deploy data to create insights that target citizen groups, marginalised communities, businesses and public institutions to engender new public policies.
- Fairness & Fact—We thrive on fairness and fact in our stories.
- Humanity & Inclusion—We give a human face to our work and ensure we capture the interest of marginalized groups for an inclusive society.
- Independence—Our independence is our strength and we do everything to remain truly independent at all times.

We also operate **DailyAgent Check**, (DAC) is a fact-checking project of the **DailyAgent**. DAC is an independent news verification and fact-checking initiative working to fight fake news, misinformation and disinformation to promote peace and development. This is done by investigating and fact-checking claims, statements, promises and messages that are of public interest, and widely publicising findings to empower the public to make informed decisions and choices.

**DailyAgent** and **DailyAgent Check** are owned and managed by **Technocrat Innovations Plus Ltd, RC 1539671**.

## Technocrat Innovations Plus Ltd

**Technocrat Innovations Plus Ltd** is a technology, innovation, media and data analytics company, launched operations on January 2, 2018. We provide socially smart and cutting-edge technology solutions for corporate institutions, government, nonprofits and companies.

We have the mission of helping our clients to build, deploy and manage technological products and services that solve day-to-day real world human and business problems to meet market requirements within the social, commercial and public sectors professionally and efficiently.

With over five years of experience and solid ethical practice, we've handled several projects for reputable companies, brands and organisations in Nigeria. Some of them include YIAGA Africa, iBlend Group, NACA, PROMAD, EiE Nigeria, and others. We are a detail-oriented team of technocrats delivering cutting-edge solutions, amplifying the reach and delivering Return on Investments (RoI) for our clients by initiating, planning and managing their projects.

In 2018 as a communication company, we implemented one of the most ambitious Nigeria's National AIDS Indicator and Impact Survey (NAIIS) projects and campaigns in Ondo, Ekiti, Osun, and Edo States for iBlend Group, the Federal Ministry of Health and the Presidential Committee on HIV and AIDS, and National Agency for the Control of AIDS (NACA) the with the well-managed budget of over \$20,000 which

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recorded high-level success as prospective targets were inspired and influenced to participate in the survey.

In 2019 as an innovation and sustainable development player, we trained the members of the House Committee on Sustainable Development Goals (SDGs) in the Ondo State House of Assembly (ODHA).

Over two years of leading the digital system strategies and innovative marketing for Achievers University, Owo, contributed to students' enrollment by over 40%.

Our services and expertise are on event coverage, media productions and IT consulting, news, training, live streaming, and brand influencing ambassadors. Our aim is to give your brand the unmatched visibility that it needs by amplifying the reach of your products and services.