

**OUR RATES CARD 2025**

**News Website Advert Placement Per Month**

**Graphics/Banners**

| Placement                      | Size                      | Amount (NGN) |
|--------------------------------|---------------------------|--------------|
| Top homepage leaderboard       | 1600 x 400 pixels         | 645,000.00   |
| Banner placement on news pages | 1080 x 1080 pixels        | 645,000.00   |
| Bottom homepage leaderboard    | 1600 x 400 pixels         | 588,000.00   |
| Side bar placements            | 300 x 250 pixels          | 588,000.00   |
| Wallpaper ads                  | 1400 x 600 pixels         | 756,500.00   |
| Sponsored/Featured Content     | (Not more than 600 words) | 270,000.00   |

**Motions/Visuals Not Exceeding 60 Seconds**

| Placement                   | Amount (NGN) |
|-----------------------------|--------------|
| News stories pages          | 1,080,000.00 |
| Homepage Spot               | 1,080,000.00 |
| Bottom homepage leaderboard | 1,080,000.00 |

**NOTE**

- All designs and productions are to be in JPEG, MP3 and MP4 formats, respectively.
- Production attracts separate charges if we are to be engaged in the production of ad materials and content. Copy/graphic design starts at N112,500.00
- Subscriptions for 3 months and above attract a 10% discount.

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

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

**Sales & Marketing**

08033039876 | 07088548009

Thanks for your patronage.

**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 marginalised 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), 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.