

## Advertising

Your advert(s) will appear on all pages within [www.thelondonnigerian.com](http://www.thelondonnigerian.com) for the duration of the time booked. The advertising rotation is randomised to ensure equal viewing opportunities but no more than five advertisers will appear in any one location at the same time. Advertisers can choose to be the only company appearing on the full rotation.

Your advert can either be supplied as finished artwork to the specifications provided below, or if you need further assistance creating your advert contact The London Nigerian on +44 (0)795 044 4840 or email [sales@thelondonnigerian.com](mailto:sales@thelondonnigerian.com)

Please Note: The London Nigerian retains absolute discretion over the content of any advertisement, published in print, electronically, or by other means.

## Artwork deadlines

All finished banner artwork to be supplied no later than five working days prior to first day of the booked month.

If you need assistance in creating your advert please contact The London Nigerian no later than 10 working days prior to first day of the booked month.

## Payment

Invoices will be issued before the publication of your advert. Payment will be due within 5 working days of the invoice date, although The London Nigerian reserves the right to seek payment when an application has been accepted.

## How to Book

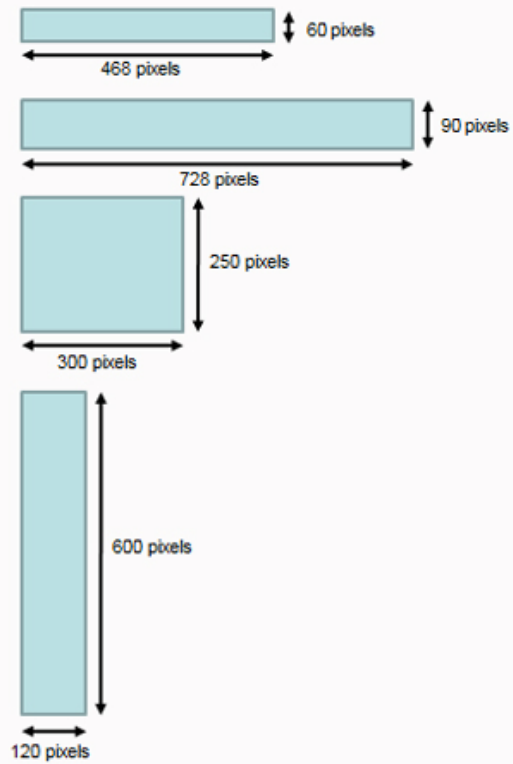
Please contact Sales Team, The London Nigerian

Tel: +44 (0)795 044 4840 or

Email: [sales@thelondonnigerian.com](mailto:sales@thelondonnigerian.com)

## Standard Advertising Banners

- Banner (small banner)
- Leaderboard (large banner)
- MPU
- Sky Scraper



## Advertising Positions and Costs

Location	Cost per month	
	1 in 5 rotation	Full rotation
<b>Web Banner</b>		
Home page	£10	£40
Top Level - 1 click from home page	£7.50	£30
Second Level - 2 clicks from home page	£5.50	£22
<b>Leader board</b>		
Home page	£15	£60
Top Level - 1 click from home page	£10	£40
Second Level - 2 clicks from home page	£7.50	£30
<b>Sky Scraper</b>		
Home page	£20	£80
Top Level - 1 click from home page	£15	£60
Second Level - 2 clicks from home page	£10	£40
<b>MPU</b>		
Home page	£25	£100
Top Level - 1 click from home page	£20	£80
Second Level - 2 clicks from home page	£15	£60

All prices are inclusive of VAT

## Web Advertising Technical Specifications

### Web Banner: 468 (w) x 60 (h) pixels

- Your banner may be supplied as a GIF or JPEG file (containing images and text).
- 468 pixels wide x 60 pixels high.
- Maximum file size 15K.
- The banner advert can have no more than 4 rotations.
- You must also supply the URL for the linking page to your banner advert.

### Leader board: 728 (w) x 90 (h) pixels

- Your banner may be supplied as a GIF or JPEG file (containing images and text).
- 728 pixels wide x 90 pixels high.
- Maximum file size 15K.
- The banner advert can have no more than 4 rotations.
- You must also supply the URL for the linking page to your banner advert.

### MPU: 300 (w) x 250 (h) pixels

- Your banner may be supplied as a GIF or JPEG file (containing images and text).
- 300 pixels wide x 250 pixels high.
- Maximum file size 50K.
- The banner advert can have no more than 4 rotations.
- You must also supply the URL for the linking page to your banner advert.

### Sky Scraper: 600 (w) x 120 (h) pixels

- Your banner may be supplied as a GIF or JPEG file (containing images and text).
- 600 pixels wide x 120 pixels high.
- Maximum file size 50K.
- The banner advert can have no more than 4 rotations.
- You must also supply the URL for the linking page to your banner advert.