



# Advertising Rate Card

## About Metro

**Metro** is Lesotho's Online and Digital newspaper with the widest and highest readership. The Digital edition is available on subscription. You also have an option to purchase a single digital copy. Visit our website and get FREE access to breaking news, business, politics, health, agriculture, entertainment and sports on Lesotho.

## Our Goal

Our goal is to publish a quality newspaper that will have domestic and global digital presence 24 hours, 7 days a week.

## Advertising with Metro

Advertising with **Metro** gives value for money due to its convergence of digital presence, quality journalism that report without fear, favour or prejudice, reliability and accessibility to the readers.

Our advertisers have an added advantage through our popular online and social media platforms when the place: classified ads, display ads, notices, advertorials and special supplements.

## E-Paper

(Rate Card (37.95 per column centimetre) Vat Inclusive)

### Classified Ads

SIZE	RATE (Incl. Vat)
Ear Spot (60mm x 50mm)	M75.00
Standard Classified (40mm x 40mm)	M50.00
Double Classified (50mm x 60mm)	M110.00
Super Classified (60mm x 70mm)	M75.00

### Strips Ads

SIZE	RATE (Incl. Vat)
Top front/back page (50mm x 260mm)	M350.00
Bottom f/b page (50mm x 260mm)	M250.00
Top inside page (50mm x 260mm)	M180.00
Bottom inside page (50mm x 260mm)	M150.00

### Display Ads

SIZE	RATE (Incl. Vat)
1/8 <sup>th</sup> Page	M1,295.00
¼ Page	M2,590.00
Double Column	M2,960.00
½ Page	M5,180.00
Full Page	M10,360.48
Double Page	M20,721.00

### E-Paper Specifications

Frequency		Weekly
Publishing Day		Wednesdays
Booking deadline		Mondays 12 noon
Material deadline		Tuesdays 12 noon
Full page size		390mm x 260mm
Column width		7 columns x 35mm

## Website (online)

Ad Type	Size	Flat Rate
Button Banner (classified)	120px X 60px	M5.00 per day
Rectangle Banner	180px X 150px	M8.00 per day
Square Banner	300px X 300px	M10 per day
Sponsored link (website)	(headline + button)	M55.00 per day
Prime/Leader board/Top banner	90px X 728px	M260.50 per day
Billboard	250px X 970px	M500.00 per day
Signage/Tower/Skyscraper	1200px X 300px	M355.00 per day
Tile/Wallpaper	1920px X 1080px	M550.00 per day
Advertorial article	(Logo + headline)	M2.50 p.word/ p.week

## Directory Listing

Silver Package	M2.00 per day
Platinum Package	M3.00 per day
Gold Package	M5.50 per day

## Social Media Platforms

Platform	Flat Rate
Facebook	M50.00 per day
Twitter	M50.00 per day
E-mail Blast	M150.00 per day
Video Ad (YouTube)	M200.00 per day