

PRIME
BUSINESS
www.primebusiness.africa

LAYOUT

HOME PAGE

FOCUS POINT BANNER
970x90 Dimension

FOCUS POINT BANNER
970x90 Dimension

HEADER VIEW
468x60 Dimension

HEADER VIEW
460x60 Dimension

VIDEO AD
766x374 Expansion

LOADER VIEW
468x60 Dimension

LOADER VIEW
460x60 Dimension

PAGE BREAK
234x60 Dimension

PAGE BREAK
234x60 Dimension

MONSTER POINT
336x280 Dimension

MONSTER POINT
336x280 Dimension

STORY PAGE

PILLAR AD
180x150 Dimension

PILLAR AD
180x150 Dimension

CRUISER
300x100 Dimension

CRUISER
300x100 Dimension

STACKER BIL
300x250 Dimension

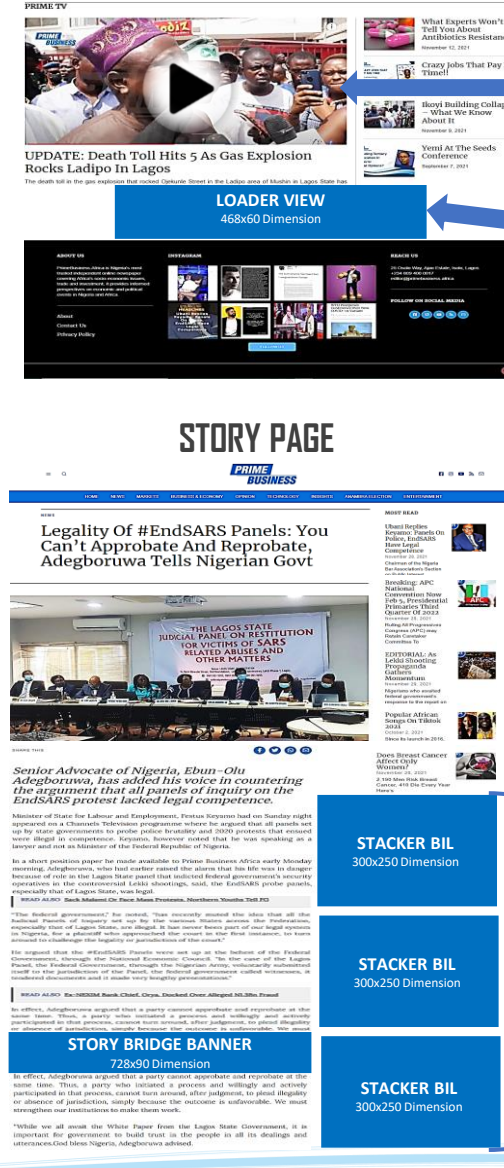
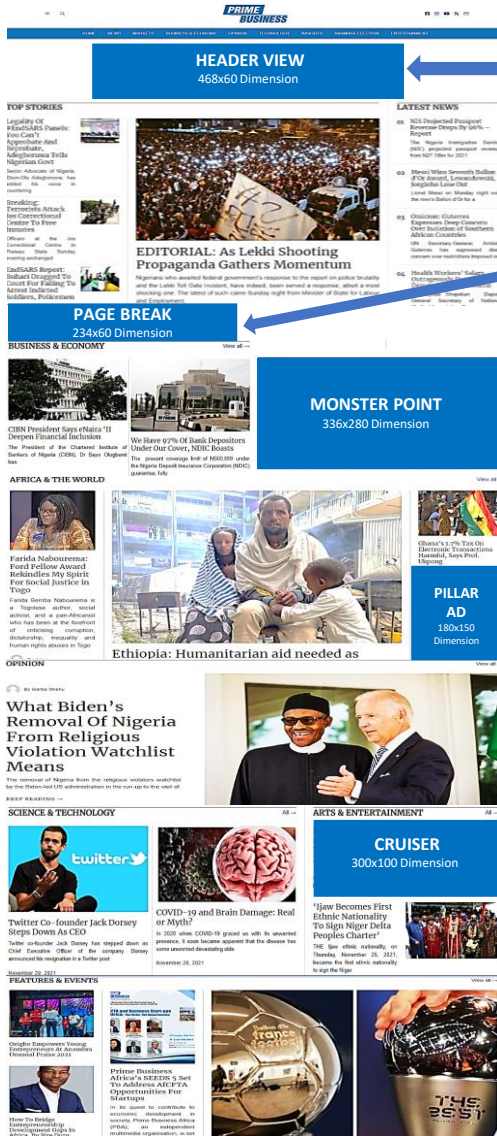
STACKER BIL
300x250 Dimension

STACKER BIL
300x250 Dimension

STORY BRIDGE
728x90 Dimension

STORY BRIDGE BANNER
728x90 Dimension

STACKER BIL
300x250 Dimension



RATES

We are committed to investing in our relationship with you by offering this service at a fee that is well below the typical market rates. The nature of this project necessitates a high commitment of our most experienced practitioners to ensure that we meet your expectations, minimize the risk of surprises, promote ongoing sharing of leading practices and foster a commitment to quality and value-added services. We do not believe fees should be a significant factor in establishing our long-term relationships. Therefore, any questions regarding our scope or fees, we would appreciate the opportunity to discuss your questions.

Socio-Economic and Entrepreneurship Development Series
(S.E.E.D.S) Monthly Virtual Programme

Ad Slot	Dimensions	Specs	Circular Ad (weekly)		Political Ad (weekly)	
			Vat. exclusive		Vat. exclusive	
			Naira	U.S Dollar	Naira	U.S Dollar
FOCUS POINT BANNER	970x90	Swf, Gif, Jpeg, Png (<60 kb)	₦ 500,000.00	\$ 1,215.00	₦ 600,000.00	\$ 1,457.00
HEADER VIEW	460x60	Swf, Gif, Jpeg, Png (<60 kb)	₦ 350,000.00	\$ 8,50.00	₦ 450,000.00	\$ 1,093.00
PAGE BREAK	234x60	Swf, Gif, Jpeg, Png (<60 kb)	₦ 300,000.00	\$ 7,29.00	₦ 400,000.00	\$ 9,71.00
MONSTER POINT	336x280	Swf, Gif, Jpeg, Png (<60 kb)	₦ 400,000.00	\$ 9,71.00	₦ 500,000.00	\$ 1,215.00
PILLAR AD	180x150	Swf, Gif, Jpeg, Png (<60 kb)	₦ 250,000.00	\$ 6,07.00	₦ 300,000.00	\$ 7,29.00
CRUISER	300x100	Swf, Gif, Jpeg, Png (<60 kb)	₦ 300,000.00	\$ 7,29.00	₦ 350,000.00	\$ 8,50.00
VIDEO AD (60 Seconds)	766x374	Jingle, Documentaries etc	₦ 200,000.00	\$ 4,85.00	₦ 250,000.00	\$ 6,07.00
LOADER VIEW	460x60	Swf, Gif, Jpeg, Png (<60 kb)	₦ 250,000.00	\$ 6,07.00	₦ 280,000.00	\$ 6,80.00
STACKER BIL (Per One)	300x250	Swf, Gif, Jpeg, Png (<60 kb)	₦ 280,000.00	\$ 6,80.00	₦ 330,000.00	\$ 8,01.00
STORY BRIDGE	728x90	Swf, Gif, Jpeg, Png (<60 kb)	₦ 200,000.00	\$ 4,85.00	₦ 250,000.00	\$ 6,07.00
S.E.E.D.S Ad Slot (Video)	1080x1080	Monthly Virtual Event Ad Slot	₦ 50,000.00	\$ 1,21.00	₦ 100,000.00	\$ 2,43.00




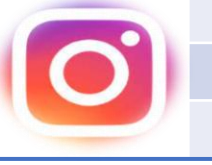


Special Projects:

- ✓ Documentaries
- ✓ Event Coverage
- ✓ Special reports
- ✓ Photo Splash/Gallery

Advertorial/Press Releases/Interviews

Call +234 (0) 809 400 0017, +234 (0) 906 151 7860

SOCIAL MEDIA AD

Platforms	URL/User Name	Frequency Per Day	Price Per Day Vat. exclusive		Live Programme	Price Vat. Exclusive	
	https://www.facebook.com/primebusiness.africa/	3 Post	₦ 70,000	\$ 1,71.00		₦170,000	\$ 4,14.00
						(30 Mins)	
	https://www.instagram.com/prime.business.africa/	10 Pictures (Jpg)	₦ 40,000	\$ 98.00		₦150,000	\$ 3,66.00
		A 60 Second Video	₦70,000	\$ 1,71.00		(30 Mins)	
	@PB_Africa	7 Tweets	₦80,000	\$ 1,95.00			
	https://www.youtube.com/channel/UCXUAXch-Y3dKbavoXPcVKDw	30-60 Seconds Jingle/ Commercial on In-House YouTube Series Programmes	₦50,000	\$ 1,21.00			



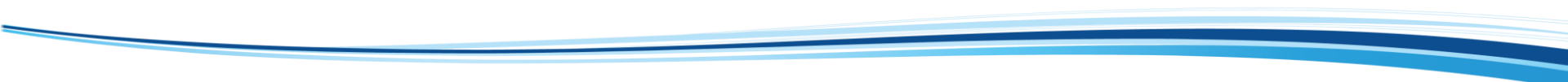
ADVERT POLICY

1. Our advertorial policy derives essentially from the spirit of our editorial policy and to that extent, it accommodates all range of commercial, opinion, view point, testimonies or contention with the strict exception of homophobia, pornography, defamation and abuse of religious and ethnic sensibilities
2. To that extent we accept political and non-political adverts.
3. All adverts however, must meet the ethical standards of the Advertising Practitioner Council of Nigeria (APCON).
4. All adverts must be received 1 week ahead of placement date to allow for production, testing and quality assurance. Campaigns will commence when evidence of payment has been received.
5. Notice of extension of placement must be received 3 days, 1 week and 1 month in advance for weekly, monthly and yearly advert placements respectively.
6. In event that no notice of extension is received within the stipulated time frame, the advert campaign will be terminated at the expiration of the contract



ABOUT US

Prime Business Africa or PBA (www.primebusiness.africa) is a multimedia platform on the stable of Newstide Publications Limited focusing on real-time research-driven news content and data-driven analyses on business and socio-political economy. Former News Editor of The Guardian, Dr Marcel Mbamalu is the Publisher and Editor-in-Chief of Prime Business Africa. Newstide Publications Limited also offers

1. Media trainings in conjunction with reputable universities and private sector institutions.
 2. Branding and PR Services
 3. Partnerships for Sprint certificate courses for professionals on Media, Corporate Governance and Financial Services.
 4. Organising periodic conferences on critical national/International issues.
 5. Publishing / producing special periodic (print) journals and/or documentaries on trending developmental issues.
 6. Special investigations and Intelligence Reports.
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EDITORIAL BOARD

The Publisher


Dr. Marcel Mbamalu is the Editor-in-Chief of Prime Business Africa, a publication of Newstide Publications Limited. He is a versatile, Bloomberg-trained, Reuters-certified journalist with deep knowledge of the print and digital media space in Nigeria. Prime Business Africa or PBA is a multimedia news platform that focuses on socio-economic and development issues in Nigeria and Africa at large. Dr Mbamalu possess bespoke skills in writing and editing, and have a raving flare for the English Language. With over 17 years of hands-on journalism experience, after a stint in teaching and electronic media, Dr Mbamalu had risen through the ranks as Business Correspondent for The Guardian on Sunday, headed the Business and News Desks for the title for approximately four years apiece, before assuming duties as the Group News Editor of The Guardian a position he held for another six years before leaving The Guardian in March 2021 to found Newstide Publications Limited. Until his exit, he was overseeing the daily newsroom operations of The Guardian, managing reporters across Nigeria's 36 states and Abuja in matters of news/features content creation and administration. Dr Mbamalu is also a media researcher and his research articles has been published in internationally indexed journals, in cluding SAGE OPEN in 2020 and 2021. One of his latest research works focused on Renewable Energy Communication Issues (2020) as well as the Media and the COVID-19 Pandemic (2021). Dr Mbamalu holds a Bachelor of Arts degree in Mass Communication from the University of Nigeria, Nsukka; a Master of Science degree in Mass Communication from the University of Lagos and a PhD in Journalism from the University of Nigeria, Nsukka. He also acquired certificate in Business and Economic Reporting from the Pan Atlantic University Lagos and the Bloomberg Media Africa Initiative between 2008 and 2016. Dr Mbamalu currently works at Prime Business Africa as Editor-in- Chief, an online newspaper he founded in June 2021.

Patrick Okedinachi Utomi, Chairman Editorial Advisory Board

A Nigerian professor of political economy and management expert. He is a Fellow of the Institute of Management Consultants of Nigeria and a former presidential candidate. He is the founder of Centre for Value in Leadership (CVL) and the African Democratic Congress. He is a professor at Lagos Business School, and has served in senior positions in government, as an adviser to the president of Nigeria, the private sector, as Chief Operating Officer of Volkswagen Nigeria.

Dr. Bongo Adi , Board Member

He is a CIPRA MTN RESEARCH FELLOW that has over 15 years' experience in teaching, policy research, and consulting. He has facilitated several trainings in Public Private Partnership, Project Finance and Development. He lectured at the University of Tsukuba, Japan, where he was a JSPS fellow, and at the American University of Nigeria. He is a UNU Fellow and a World Bank scholar that has published many works and received several international awards including the Japan Society for the Promotion of Science (JSPS) award





EDITORIAL BOARD

Ambassador Ejeviome Otobo, Board Member

Ambassador Ejeviome Otobo is a collaborator with the Grace Initiative, and a non-resident Senior Fellow in peacebuilding and global economic policy at the Global Governance Institute, Brussels, Belgium. He had previously held the position of director and deputy head of the United Nations Peacebuilding Support Office (PBSO) at the UN headquarters in New York, where he acted as Assistant Secretary-General from February to August 2009. At PBSO, he led the Office efforts in assisting the UN Peacebuilding Commission (PBC) to develop peacebuilding strategies, including supporting governance reforms and reconciliation processes for countries on the agenda of the PBC. Ambassador Otobo is widely published and has written on a wide range of issues such as peacebuilding, public service reforms, institutional development, governance, regulatory policy and management, and international trade and so on


Chinyere Stella Okunna, Board Member

She's the first female professor in mass communication in Nigeria. She has served in various capacities as an administrator and educationist in the academia and in the public/political arena. Chinyere Stella Okunna research interest is in the area of communication for development, particularly women's development from the perspective of women and the media. She has done considerable work on the role of the media in the effort to empower Nigerian women and improve their condition and status in the patriarchal male-dominated Nigerian society.

Jahman Anikulapo, Board Member

A foremost arts and culture ambassador and veteran journalist. A former editor at The Guardian. He is Director of the Board of Newside Publications Limited, as well as Editorial Board member of Prime Business Africa, an online business newspaper title by published Newside. He was Art and Culture journalist for over three decades, writing mostly on performing arts, visual arts, literature and cultural affairs. He later became the Art and Media Editor for The Guardian (Daily) between 1993 and 2003, and Editor of The Guardian on Sunday and Guardian Life Magazine from March 16, 2003 to January 15, 2013. A professional in theatre performance arts, production, and management, Mr. Anikulapo studied Theatre Arts at the University of Ibadan, specialising in Directing, Dramatic Theories, and Theatre Criticisms. He has strong passion for culture advocacy. He was an Actor, Assistant Director, and Assistant Stage/Production Manager with the Ajo Productions and Ajo Festival of Plays, led by Fred Agbeyegbe between 1983 and 1986. Between 1995 and 2002, he was Actor, Assistant Director, and Production Manager for the AFRIKA PROJEKT, an inter-cultural dialogue between Nigeria and Germany through theatre, and which toured several cities in both countries in 1996, 1998, and 2000. He was Assistant Director/Producer of ASKARI, the International Committee for the Red Cross/Nigeria Red Cross Society 'Vote for Tolerance' that toured 22 states of Nigeria, led by Tomolaju. Mr. Anikulapo's rich profile also includes touring Germany and Mexico at different times with the National Troupe of Nigeria as an actor and dancer. He is Executive Program Director of Culture Advocates Caucus, the content production and advocacy arm of Culture Advocates Consult (CAC), with a focus on programme designs, management, administration, and execution; arts and cultural advocacy and communication.

The team also consists of seasoned and informed columnist and opinion writers from diverse works of life who comment on national and global issues regularly. The Digital Strategy & Technology department is made up of a group of young and talented individuals who are dedicated to ensuring that the technology aspects of the platform are fully functional and meet all the expectations of our clients and audience alike. The administrative department consists of highly qualified administrators, accountants, advert executives, business development executives among others, who are all dedicated and committed to ensuring the realization of the goals of the company



**OUR
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