

**FORTYBET.com****DIGITAL ADVERTISING**

2019 DIGITAL RATE CARD

RUN OF SITE (ROS)

SIZE	NET CPM
468 × 60	\$50
320 × 50	\$50
300 × 250	\$50

HIGH IMPACT UNITS

Home Page Take-Over

FLAT RATE	Est. IMPRESSIONS
\$150/Week	500,000

GEO

COUNTRY	% of Users
Kenya	60
Nigeria	30
South Africa	8
Others	2

TARGETED DISPLAY*Targeted to Home Page*

SIZE	NET CPM
468 × 60	\$85
300 × 250	\$85

DEMOGRAPHICS

AGE	GENDER
18-24 YRS — 5.34%	MALE — 90.1%
25-34 YRS — 68.21%	FEMALE — 9.9%
34-44 YRS — 19.57%	
45+ YRS — 6.88%	

CONTACT

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