

Tanzania's Most Cost Effective, Targeted & Flexible Advertising Vehicle

Whether you are a multinational corporation or a small business, EverythingDAR.com provides marketing and communication solutions for any budget!

Website Essential Stats

- Hits / Page Views = 284,000 per month
 - Average monthly site traffic growth = 32%
- Average Time One Site = 7 minutes & 2 seconds
- Average Number Page Views Per Visit = 6.5
- Google analytics report provided on request

** EverythingDAR.com engages site visitors with new and interesting site content added daily. Our rapid traffic growth demonstrates our value to consumers.*

Site User Demographics

EverythingDAR.com enjoys a large, loyal and rapidly growing following among Tanzania's most desirable consumers – educated, computer literate and ethnically diverse professionals between 18 – 55 years of age with disposable income.

** Highly desirable target audience!*

Targeted Promotions

Whether you posting a business listing, banner advertisement or newsletter announcement, EverythingDAR.com is the most targeted marketing and communications vehicle in Tanzania. People looking for a car visit the Cars, Trucks & Boats section, people seeking travel and tourism information visit the Tanzania Tourism Directory, young upwardly mobile professionals frequent the Jobs & Employment section, etc. etc. etc.

** Maximize your ROI by reaching the right people!*

Where are EverythingDAR.com Visitors From?

- 79% of site visits are from within Tanzania
 - Nearly 97% of Tanzanian Site Visitors are from Dar es Salaam, Arusha or Zanzibar.
- Visitors from outside Tanzania are primarily from: UK, USA, Kenya, South Africa, China, Germany, India, Netherlands, South Africa, Denmark and Uganda and include a large contingent of Tanzanian's living abroad.

Advertising & Promotional Vehicles

EverythingDAR.com provides three cost effective and complimentary ways to deliver your marketing and communications materials.

1. Business & entertainment listings on www.EverythingDAR.com.
2. "This Week in Tanzania" e-newsletter shout outs.
3. Targeted banner advertising by EverythingDAR.com content area.

Business, Classified, Job & Entertainment Listings

- All classified, job and event listings are absolutely free.
 - #1 Job portal in Tanzania
 - Most comprehensive entertainment and event calendar in Tanzania
 - Tanzania's leading real estate, used car and for-sale-by-owner classifieds website.
- Basic Business Listings are free and include:
 - Short description of business & location or directions
 - Up to 3 phone numbers, fax, spam protected email link, and a link to your website.
- Expanded Business Listings = \$75 for one full year
 - Differentiate your business by supplementing your basic business listing with a brochure, flier, full page ad or any document in jpg or pdf format. One document upload per listing, and you may replace this document as many times as you like.
 - Business listings with an expanded listing show up first in all search results.
 - Listings with an expanded listing are opened 168% more often than those without.
 - Over 2,700 email inquiries are sent through EverythingDAR.com every month.

"This Week in Tanzania" - E-Newsletter

Frequency = Weekly

Current Circulation = 11,227

~85 subscribers added weekly.

*** The largest and best maintained direct to email list in Tanzania!**

- Top Banner Sponsorship
 - EverythingDAR.com is currently seeking a sponsor(s) to sponsor the newsletter. The sponsor's ad is the first thing people see when opening the newsletter.
 - Rates dependent on duration & frequency of your banner ad placement. Please call for details.
- Newsletter Shout Outs
 - Want to get the word out fast and reach Tanzania's opinion leaders with announcements for a new product, service, sale, event or promotion of any kind?
 - Shout Outs include your logo or other graphic, brief promotional description, and a hyperlink to the webpage or uploaded promotional material of your choice.
 - Rates:
 - Single Shout Out = \$50
 - Multiple Shout Outs to meet your requirements over any 12 month period
 - 5 Shout Outs = \$225

- 10 Shout Outs = \$425
- 20 Shout Outs = \$800

Website Banner Advertising

- Exclusive and shared placement positions available.
- Banner ads are highly targeted to reach the “right” consumers for your needs.
 - Banner ads are placed by EverythingDAR.com content areas so you can be confident that your ad will be presented to consumers with a common interest, whether that is Entertainment, Jobs, B2B services, Travel & Tourism and much more.
- Banner ads can be precisely timed to meet your exact marketing & communications schedule.
 - Your ad will begin and stop showing on the dates you choose.
- Banner ads are highly flexible and can be used for:
 - Brand building
 - Brochure, flier or coupon delivery
 - Link to registration form or online market research survey
 - EverythingDAR will build & host these instruments upon request.
- Quantifiable Metrics
 - Don’t take our word for it, log into your “My Account” page at any time to monitor the # of times your ad has been delivered.
- Rates:
 - Banner ad rates vary greatly dependent on section placement, duration of run, and size / position. Our rates currently range from \$25 - \$700 per month, with additional multiple month discounts.

Request a Proposal

Often times, the most effective solution utilizes the strategic combination of listings, newsletter shout outs and banner ads. Tell us about your marketing objectives, who you want to reach and what you want to achieve, and we will put together a proposal with differently priced options designed specifically to meet your unique objectives.

Please direct your inquiries to kirk@EverythingDAR.com, or call +255 (0) 784 402 463

Banner Ad Specifications

File Sizes Limitation

Position 1 banner ads must be 80 kb or less, position 2 and 3 must be 50 kb or less.

File Types Accepted

Banner ads can be in JPEG, FLV or GIF format. Animated GIF and FLV files should loop, & animation should not exceed :10 seconds in length. GIF is the recommended animated file type for maximum compatibility with site user browsers.

Banner Link

All banner ads must link to something. This can be to your home page, or to any specific page on your website, or your banner can link to a brochure, flier, full page ad, or other marketing material you provide.