

MWANANCHI DIGITAL RATE CARD



DISPLAY RATE CARD

Standard banners are served on CPM basis and Run of Network (RON) targeting our inventory on The Mwananchi, The Citizen, The Mwanaspoti and The East African (EA).

AD TYPE	AD UNIT	DIMENSIONS(PIXEL)	DEVICE	RATE	PLACEMENT TYPE
Standard Banner	Leader board & Square Banner	728x90 300x250 970x90	Desktop & Mobile	CPM 1.5 USD	RON
High-Impact Ad	Roadblock	720x266	Desktop Only	TZS 475,616 per hour	24 Hour Maximum (1 per month)
High-Impact Ad	Roadblock	300x250	Mobile Only	TZS 475,616 per hour	24 Hour Maximum (1 per month)
High-Impact Ad	Roadblock	300x250 & 720x266	Desktop & Mobile Only	TZS 634,155 per hour	24 Hour Maximum (1 per month)
Special Execution	Brand button	180x180	Desktop & Mobile	CPM 2.5 USD	MW MS CZ
Special Execution	Sticky Banner	Custom Design	Desktop & Mobile	CPM 2.5 USD	MW MS CZ
Special Execution	Pushdown & Interstitial	Custom design Desktop Mobile 728x90 320x50 / 320x100	Desktop & Mobile	TZS 475,616 per hour	MW MS CZ
Special Execution (Residency)	Leader board OR Square Banner	728x90 300x250 970x90 320x100	Desktop or Mobile (per day per section per ad slot per device)	TZS 359,354 Per Day	MW MS CZ
Special Execution	Side-kick	Custom design	Desktop Only - Homepage Only Mobile Only - Homepage Only	TZS 7,398,476 TZS 5,284,626	MW MS CZ MW MS CZ

SPONSORED CONTENT

CONTENT TYPE	SPECIFICATIONS	PLATFORM	RATE PER CONTENT PIECE PER PLATFORM	DURATION
Article (Generated by client)	Image or Video with 2 social media posts on corresponding handles Image or Video with no social media posts	Mwananchi, MwanaSpoti, Citizen	TZS 2,536,620 TZS 2,113,850	Permanent
Article (Generated by Nation)	Image or Video with 2 social media posts on corresponding handles	Mwananchi, MwanaSpoti, Citizen	TZS 5,284,626	Permanent

SOCIAL MEDIA

PLATFORM	BRAND	RATE (PER POST PER BRAND, PER PLATFORM)	DURATION
Facebook, Twitter, Instagram	Mwananchi, MwanaSpoti, Citizen	TSZ 211,385	Permanent

LIVE STREAMING

CONTENT TYPE	1 HOUR	2 HOUR	3 HOUR	4 HOURS
Signal Provision (If the client provides link)	3,500,000	5,250,000	7,375,000	9,500,000
Ground Crew (MCL streams from the site)	7,000,000	10,000,000	12, 000,000	15,000,00

VIDEO PRODUCTION

PLATFORM	RATE(TZS)	SPECIFICATIONS
Client's own documentary (any length, reco: <30min)	15,000,000	Client supplies a complete documentary. MCL airs on it YT channel on client's behalf. Recommended length is under 30 minutes.
Mini Documentary (2-10 minutes)	27,000,000	MCL produces a short-form documentary for the client (end-to-end), showcasing their cause, issue, business.
Full Documentary (=/-30minutes)	50,000,000	MCL produces long-form documentary for the client (end-to-end), showcasing their cause, issue, business.
Custom Documentary (anything over 30mins)	Price on request	MCL will work with you to figure out what you need the best value for money from your spend.

The EastAfrican

MWANANCHI
LIMESHEHANI

THE CITIZEN

MWANA
SPOTI