1. **ADVERISING ON NAIJALYRICSWIKI – DRAFT 4**

Advertisement on NaijaLyricsWiki is based on impression. An impression is when your ad is shown on the user’s phone.

Ads times are shared, which means all the advertisers on NaijaLyricsWiki gets a fair share of the time, if they bought the same bouquet of ads.

There are two types of Ads on Naija Lyrics Wiki, the banner ad, which shows on top of the application in a thin banner strip and the premium ad, which shows on the app center page.

Ads are also priority based. You buy priorities. So for example If there are three advertisers say A, B and C. Let’s say A pays 150, B pays 600 and C pays 1500. This means A has a priority of 1, B of 4 and C of 10. For every 10 impressions of C’s ad, A’s ad will show just once and B’s ad 4 times. Ads start showing by 12AM and runs till 11:59PM. So as to give everyone a fair chance, the max priority one can buy is 100.

1. **PRICING**

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| --- | --- | --- | --- |
| **AMOUNT (NGN)** | **TYPE** | **PRIORITY** | **TIME** |
| 150 | PREMIUM | 1 | 12AM to 11:59PM |
| 300 | PREMIUM | 2 | 12AM to 11:59PM |
| 450 | PREMIUM | 3 | 12AM to 11:59PM |
| 600 | PREMIUM | 4 | 12AM to 11:59PM |
| 750 | PREMIUM | 5 | 12AM to 11:59PM |
| 900 | PREMIUM | 6 | 12AM to 11:59PM |
| 1050 | PREMIUM | 7 | 12AM to 11:59PM |
| 1200 | PREMIUM | 8 | 12AM to 11:59PM |
| 1350 | PREMIUM | 9 | 12AM to 11:59PM |
| 1500 | PREMIUM | 10 | 12AM to 11:59PM |
| 15000 | PREMIUM | 100 | 12AM to 11:59PM |
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|  |  |  |  |
| **AMOUNT (NGN)** | **TYPE** | **PRIORITY** | **TIME** |
| 50 | BANNER | 1 | 12AM to 11:59PM |
| 100 | BANNER | 2 | 12AM to 11:59PM |
| 150 | BANNER | 3 | 12AM to 11:59PM |
| 200 | BANNER | 4 | 12AM to 11:59PM |
| 250 | BANNER | 5 | 12AM to 11:59PM |
| 300 | BANNER | 6 | 12AM to 11:59PM |
| 450 | BANNER | 7 | 12AM to 11:59PM |
| 400 | BANNER | 8 | 12AM to 11:59PM |
| 450 | BANNER | 9 | 12AM to 11:59PM |
| 500 | BANNER | 10 | 12AM to 11:59PM |

1. **PREMIUM ADS**

You can spend as low as 150 NGN on NaijaLyricsWiki per day using Premium Ads. With 150 NGN you get a priority of 1.

* 1. **PREMIUM ADS REQUIREMENTS**

Please send the following to admin@naijalyrics.org

1. Description of Ads (250 characters recommended)
2. Image URL (1024 by 1920)px image. Image will be scaled down for smaller screen resolutions
3. Info URL – URL to redirect people to when they click the Ad
4. Title – Title of the Page where Ad is shown (10 to 15 characters recommended)
5. Start Date
6. End Date
7. If you want your ads to be targeted, please add the following
   1. Age group (7-19, 20-25, 26-30, 31-35, 36-40, 41-45, 46-50)
   2. Sex (Male, Female)
   3. Location (States of Nigeria. DIASPORA for non-nigerians)
   4. Artists Only. (In case you want only artists to see your ads)
8. **BANNER ADS**

You can spend as low as fifty (50) naira per day using banner ads. The banner ads get shown more frequently than the Premium Ads.

* 1. **BANNER ADS REQUIREMENTS**

Please send the following to [admin@naijalyrics.org](mailto:admin@naijalyrics.org)

1. Very Low Screen Resolutions (240 X 22) Image URL
2. Low Screen Resolutions (320 X 32) Image URL
3. Medium Screen Resolutions (480 X 48) Image URL
4. High Screen Resolutions (640 X 85) Image URL
5. Very High Screen Resolutions (1024 X 100) Image URL
6. HD Screen Resolutions (1024 X 190) Image URL
7. **PAYMENTS**

Pay at any GTB Bank

Account Name: Akintayo Abiona Olusegun

Account Number: 0109998058 (260-220258-1-59-0)