

**THE SINGLE MOST COST-EFFECTIVE WAY TO REACH
PROFESSIONAL & MIDDLE CLASS TANZANIANS!**

**Over 15 MILLION digital banner ads delivered to nearly 600,000 unique/different people
on 8 of Tanzania's most popular websites every month!**

Is Digital Part of Your Marketing Plan?



COMMON MONTHLY PACKAGE RATES

Precise Campaign Metrics
(total # impressions, # people reached, # clicks, etc.)

Delivery Numbers Are Guaranteed! Prices Are VAT Exclusive

Target = All 8 Sites (No Targeting)

\$250 200,000 ad impressions to 35,000 different people	\$500 400,000 ad impressions to 70,000 different people	\$750 600,000 ad impressions to 105,000 different people
\$1,000 800,000 ad impressions to 140,000 different people	\$1,500 1,200,000 ad impressions to 210,000 different people	\$2,500 2,000,000 ad impressions to 350,000 different people

Target = Gender (Men or Women)

\$250 125,000 ad impressions to 20,000 different women/men.	\$500 250,000 ad impressions to 40,000 different women/men.	\$750 375,000 ad impressions to 60,000 different women/men.
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Target = You Choose the Websites You Want to Advertise On

Any 1 Site Site Dependent On Quote Only	Any 3 Sites \$250 = 135,000 ad impressions \$500 = 270,000 ad impressions <i># Unique People Dependent on Sites</i>	Any 5 Sites \$250 = 156,000 ad impressions \$500 = 312,000 ad impressions <i># Unique People Dependent on Sites</i>
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See Page 3 for more targeting options

The Most Targeted Advertising Available in Tanzania

A Sampling of Other Ways to Reach Your Exact Target Audience

Geo-Targeting

Tanzania IP Addresses Only Only people accessing the sites from inside Tanzania.	Tanzania Diaspora Tanzanians living abroad visiting Kiswahili language content sites.	Any Country Site visitors accessing Tanzania content from any group of countries.
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Show Your Campaign By Content Type

Entertainment Sports	News Politics	Jobs & Employment Business
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Show Your Campaign By Day of Week and/or Time of Day

Short Run Campaigns (Min 5 days) Ideal for activations & launches	On Weekends Only On Weekdays Only On Your Choice of Days of Week	During Any 6 Hour Period During Any 12 Hour Period
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Many More Options Available – Just Let Us Know Who You Want to Reach

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