

## Targeting Options - Increase ROI by Targeting Your Campaign

### Geographic Bundles



East Africa Only = \$1.45 (2,320 TZS) CPM

Site visitors whose IP address indicates an East African country

Tanzania Only = \$1.75 (2,800 TZS) CPM

Site visitors whose IP address indicates Tanzania

Tanzania Diaspora = \$2.50 (4,000 TZS) CPM

Site visitors whose IP address indicates a non-East African country, and who are visiting KiSwahili language sites, or "Jobs & Employment" section on ZoomTanzania

Other = on quote

Any country, or any group of countries

### Demographic Bundles



Gender Male = \$2.00 (3,200 TZS) CPM

Registered users of ZoomTanzania & JamiiForums self-identify as male, and visitors to Shaffih Dauda sports blog

Gender Female = \$2.00 (3,200 TZS) CPM

Registered users of ZoomTanzania & JamiiForums who self-identify as female, and visitors to 8020Fasions and MamaZuri

Specific Age Range = \$2.25 (3,600 TZS) CPM

Registered users of ZoomTanzania & JamiiForums, who provide date of birth. Currently available on these 2 sites only

Youth = \$2.00 (3,200 TZS) CPM

Registered users of ZoomTanzania & JamiiForums under 35 years of age, and Bongo5, DJ Fetty and DJ Choka visitors

**Base Rate = \$1.25 (2,000 TZS) CPM**  
**CPM = Cost Per 1,000 Ad Impressions**  
**Minimum = \$250 + VAT per/month**  
**- \$250 = 200,000 Ad Deliveries**  
*- Run of Network (all sites) - No Targeting*

## Content Type Bundles



Entertainment = \$1.75 (2,800 TZS) CPM JamiiForums "Entertainment" & ZoomTanzania "Events & Entertainment" sections, & Bongo5, DJ Fetty and DJ Choka
Sports = \$1.75 (2,800 TZS) CPM JamiiForums "Sports" section & Shaffih Dauda visitors
Business = \$2.00 (3,200 TZS) CPM JamiiForums & ZoomTanzania "Business" sections
Job Seekers = \$1.75 (2,800 TZS) CPM ZoomTanzania "Jobs & Employment" section
Politics = \$1.75 (2,800 TZS) CPM JamiiForums "Politics" section
Tourism = \$2.50 (4,000 TZS) CPM ZoomTanzania "Travel & Tourism" section

## Date/Time Bundles



Weekdays (M-F) Only = \$1.55 (2,480 TZS) CPM
Weekends Only = \$1.85 (2,960 TZS) CPM
Any 3 Days of Week = \$2.15 (3,440 TZS) CPM
Any 1 Day of Week = \$2.50 (4,000 TZS) CPM
Any 12 Hr. Period of Day = \$1.65 (2,640 TZS) CPM
Any 6 Hr. Period of Day = \$2.00 (3,200 TZS) CPM
Any 3 Hr. Period of Day = \$2.50 (4,000 TZS) CPM

**Base Rate = \$1.25 (2,000 TZS) CPM**  
**CPM = Cost Per 1,000 Ad Impressions**  
**Minimum = \$250 + VAT per/month**  
**- \$250 = 200,000 Ad Deliveries**  
*- Run of Network (all sites) - No Targeting*

## Build Your Own Bundle



Choice of any 5 Sites = \$1.50 (2,400 TZS) CPM
Choice of any 3 Sites = \$1.85 (2,960 TZS) CPM
Choice of any 1 Site = On Quote Only

To determine the number of ad impressions your campaign will receive based on a monthly budget, use the following formula:

$$(\text{Monthly Budget} / \text{CPM}) \times 1,000$$

Geographic Bundle Example: Tanzania IP Addresses Only

$$\text{Monthly Budget} = \$500 \mid \text{CPM} = \$1.75$$

$$(\$500 / \$1.75) \times 1,000 = 286,000$$

## ALSO AVAILABLE

### **CPC = Cost Per Click**

Starting at: \$0.55 (TSH 880) per click

### **CPA = Cost Per Acquisition**

Starting at: \$2.50 (TSH 4,000) per sale/lead

### **Lockdown = Exclusive page sponsorship**

Starting at: \$50 (TSH 80,000) per/month