



**www.infotrackea.co.ke: Online Advertising Rates**

*Note: Promotional Prices 1<sup>st</sup> January to 30<sup>th</sup> June 2010: During this promotion, the monthly prices will be three and we are charging the prices below.  
\* promotion offer does not apply.*

**Introductory Prices:**

<b>Top Bar Ad I</b>	<b>Size</b>	<b>Cost per month</b>
a. <a href="#">See</a> .....	320x70 pixels	<b>Home page:</b> Ksh.40,000 <b>Inside pages:</b> Ksh.30,000
b. <a href="#">See</a> .....	125x65 pixels	<b>Home page:</b> Ksh.18,000 <b>Inside pages:</b> Ksh.13,000

**Description:** These are “button” Adverts that ensure cost effective advertising and wide exposure. The ads can be dynamic or static depending on available options for animation and the advertiser’s preference.

<b>Top Bar Ad II</b>	<b>Size</b>	<b>Cost per month</b>
<a href="#">See</a> .....	340x60 pixels	<b>Home page:</b> Ksh.33,000 <b>Inner pages:</b> Ksh.23,000

**Description:** This is an electronic billboard larger than Ad I where an advertiser can create an impressive marketing message. The Ad can be placed to match with specific articles of the advertiser’s business interest.

<b>High Rise Ad</b>	<b>Size</b>	<b>Cost per month</b>
<a href="#">See</a> .....	120x420 pixels, 120x600 pixels	<b>Home page:</b> Ksh.50,000 <b>Inner pages:</b> Ksh.26,000

**Description:** High Rise Ads are imposing vertical banners that give advertisers plenty of room for creatively presenting their marketing pitch for branding and promotion of their products or services.

<b>Billboard</b>	<b>Size</b>	<b>Cost per month</b>
<a href="#">See</a> .....	600x60 pixels	<b>Home page:</b> Ksh.20,000 <b>Inner pages:</b> Ksh.13,000

**Description:** Billboards are large horizontal banners whose main advantage is the size and leeway for creative presentation of marketing messages.

<b>Top Bar Ad III</b>	<b>Size</b>	<b>Cost per month</b>
<a href="#">See</a> .....	130x70 pixels,	<b>Home page:</b> Ksh.13,000

		<b>Inner pages: Ksh.10,000</b>
<a href="#">See .....</a>	120x70 pixels,	<b>Home page: Ksh.10,000</b> <b>Inner pages: Ksh.6,000</b>

**Description:** Small button Ads provide simple but cost effective advertising. The small button banners demonstrate [infotrackea.co.ke](http://infotrackea.co.ke)'s commitment to serve all advertisers.

<b>Sponsored links</b>	<b>Characters</b>	<b>Cost per month</b>
	logo	<b>Home page: Ksh.16,000</b> <b>Inner pages: Ksh.10,000</b>
<a href="#">See .....</a>	150	<b>Home page: Ksh.5,000</b> <b>Inner pages: Ksh.3,000</b>

- (a) **Logo link:** This is a powerful means of organisational or product branding. The logo link redirects visitors of [infotrackea.co.ke](http://infotrackea.co.ke) to the advertiser's website on the advertiser's preferred page thereby providing targeted advertising.
- (b) **Text Link:** Text link is still an effective way of targeted advertising. The text link redirects [infotrackea.co.ke](http://infotrackea.co.ke)'s visitors to the advertiser's website preferred page.

**Note:** For advertisers without websites, [infotrackea.co.ke](http://infotrackea.co.ke) offers homing pages that look exactly like an advertiser's home page. **The logo and text advertiser's homing page???**

### **Opinion Poll**

The participatory concept that is now well entrenched in business requires that all service providers widely consult with stakeholders for optimum and sustainable acceptance of their offering to stakeholders. Consumers are key stakeholders in any type of business.

Opinion poll on [infotrackea.co.ke](http://infotrackea.co.ke) will give advertisers the opportunity to obtain views from Kenyan, East African and worldwide audience on a wide range of key issues important to the advertiser.

<b>Ad type</b>	<b>Section</b>	<b>Cost per month</b>
Opinion poll	Opinion poll	100,000*

### **Page sponsorship and sponsored articles**

[infotrackea.co.ke](http://infotrackea.co.ke) offers you the invaluable opportunity to be solely exposed to readers on a special interest page .You will be the preferred advertiser on

the page, enjoying uninterrupted visibility through out the readers’ experience

Ad Type	Section	Cost per month
Advertiser’s choice	All sections	53,000

**Tenders:**

Reach suppliers worldwide on [infotrackea.co.ke](http://infotrackea.co.ke) .Get supplies cheaply and directly; cutting cost escalation caused by middlemen. Advertise your tenders with us.

Ad Type	Section	Cost per month
Tenders Ad	Tenders	3000*

**Publics Notices:**

Let our worldwide audience know important information of public good related to your business e.g. counterfeiting of your goods, obligations of the public, undesirable practices, security wanted persons etc.

As part of our corporate social responsibility, [infotrackea.co.ke](http://infotrackea.co.ke) will carry such public notices for you free of charge on any of our pages subject to availability of space and our terms for such publications.

**Employment Ad**

Employ from anywhere on the globe. Book an ad space on [infotrackea.co.ke](http://infotrackea.co.ke) for any period of time and you can advertise all your vacancies through out the booked period.

Ad Type	Section	Duration	Cost/month
Job Ad	All sections	12 months	60,000*
		9 months	65,000*
		6 months	70,000*
		3 months	75,000*
		1 month	30,000*
		Daily	1,500 per day*

**Homing Page**

If you would like internet presence but you do not have a website, [infotrackea.co ke](http://infotrackea.co.ke) will offer you a cost effective, hassle free solution.

We can provide you with a “Homing Page” that looks exactly like a home page of the website you would wish to have. All internet searchers on your organisation will land on your Homing Page – How convenient?

Should you need more pages, we will add them up to a maximum of five pages. Beyond five pages, we can work with you to design and develop your own website.

<b>Ad Type</b>	<b>Section</b>	<b>Cost per year</b>
Homing Page	Homing pages	KShs: 10,000*
Additional Page	Homing pages	KShs: 2,000*

Homing Pages are free for all advertisers with adverts in all other sections except tenders, public notices or employment ads.

### **Customized Advertising**

At [infotrackea.co.ke](http://infotrackea.co.ke), we believe in flexibility and responsiveness to customer needs.

If you would like to reach the market in a format different from all our ad formats, please talk to us. We will jointly design and develop a product to your specifications.

### **Prices:**

All prices quoted are exclusive of 16% VAT (Value Added Tax).

[www.infotrackea.co.ke](http://www.infotrackea.co.ke)

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