

OYIBOS The Expat's Guide to Nigeria ONLINE

Out there... So you don't have to be!

Media Pack 2009

www.oyibosonline.com

:: Oyibos OnLine ::

:: First for news - First for expats ::

- ❖ The leading website for Nigerian focused expatriates and international professionals
- ❖ The first stop for breaking news and security updates
- ❖ Highly influential readers
- ❖ Loyal, hard to reach readers
- ❖ We deliver the world with site hits from over 100 countries
- ❖ An exceptionally low advert to editorial ratio means you fight less with the competition
- ❖ A unique focus — offers in depth, accurate and up to date details for those looking for information on one of the world's biggest oil producing nations and Africa's most populous country
- ❖ Chief's Briefs by Oyibos OnLine is the only high quality but low cost Nigerian daily security report and analysis service. Insightful, accurate and timely— but with a hint of sarcastic social commentary. Unmatched and unique.

Contents

First for news - First for expats	Page 2
Build your online presence	Page 2
Reach your next team member	Page 3
Vacancy listings	Page 3
Digital artwork	Page 3
Rates & advert sizes	Page 4
Contact & ordering	Page 5
Purchasing details	Page 5
Sample layouts	Page 6

:: Build your online presence ::



Oyibos OnLine reaches Nigeria residents and interested overseas observers with a mix of news coverage, a lively interactive forum and a variety of information services that cannot be found anywhere else.

Independent web information company Alexa consistently ranks OyibosOnLine in the top 130,000 websites worldwide

:: Reach your next team member ::

Many of our readers are highly qualified and highly specialized - they are the people who could make a difference as part of your team.

As a result - our recruitment section is highly visible for those already working in Nigeria and those around the world ready, and willing, to relocate.

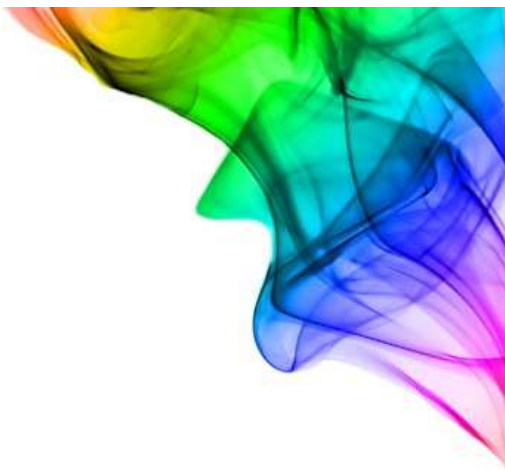
:: All recruitment ads are posted FREE of charge ::



:: Vacancy listing requirements ::

- ❖ Vacancy listings preferred in text only format
- ❖ Must include e-mail address or web site link for applications
- ❖ Addition contact information – including phone numbers etc – also accepted
- ❖ Company logo may also be included. Attach as gif or jpeg file only

:: Digital artwork requirements ::



- ❖ Banner must be in stated size and in a horizontal format.
- ❖ Banner can be no more than 256 colors.
- ❖ Final image will be compressed to no more than 40kb in size.
- ❖ Banners will be linked to the client company's web site/page.
- ❖ Advertiser will provide the URL for linking the graphic to their page. Status bar will display advertiser's name.
- ❖ Banners should include the sponsoring company's name. Logos are acceptable.
- ❖ Banners can be a single static document (GIF format preferred) or GIF89 animated files.

:: All adverts supplied will be tested prior to online screening ::

	:: Rates & Advert Sizes ::				
	1 week	4 weeks	12 weeks	24 weeks	52 weeks
Home Page, Forum or Security Section Header Bar* 468 x 60 pixels	\$200	\$700	\$1800	\$4500	\$8500
Home Page, Forum or Security Content Leader Board ** 728 x 90 pixels	\$300	\$1000	\$2500	\$4500	\$8500
Home Page, Forum or Security Content Square *** Ideal for image & video	\$300	\$1000	\$2500	\$4500	\$8500
All Other Category Section Header Bars* 468 x 60 pixels Displayed on all pages of purchased section	\$100	\$300	\$900	\$1500	\$2750
All Other Category Content Leader Board ** 728 x 90 pixels Displayed on all pages of purchased section	\$150	\$400	\$1000	\$1750	\$3000
All Other Category Section Square *** Ideal for image & video	\$150	\$400	\$1000	\$1750	\$3000

Ads purchased in the News section will display on every page including all archived stories

Contact us for Chief's Briefs only placements

Please see next page for full purchase conditions - Pricing is in US Dollars

:: Contact & ordering ::



- ❖ Contact: sales@oyibosonline.com
- ❖ If you wish one of our representatives to contact you directly by phone - please include a telephone number, including international access code, and a time that would be convenient for you.
- ❖ If you do not have a banner, let us know and we can put one together for you

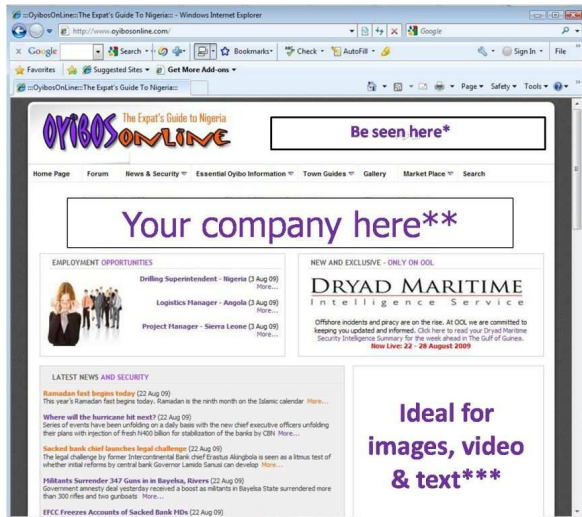
:: Purchasing conditions ::

- ❖ Clients will be invoiced no later than 14 calendar days prior to publishing date
- ❖ All payments must be made in full and cleared at least 7 days prior to publishing date.
- ❖ Invoice and payment dates may vary dependant on quantity and duration of ads being purchased
- ❖ Payments can be made by International Direct Wire Transfer or using your credit card with PayPal. Full details will be included in invoice.
- ❖ All artwork must be received and approved no later than 7 days prior to start of campaign
- ❖ When purchasing multiple weeks - a 'block' means consecutive weeks and cannot be split into smaller units unless by prior arrangement and agreement with OOL Ltd.
- ❖ Failure to complete payment on schedule may result in forfeit of placement and/or any deposit
- ❖ Failure to supply artwork on schedule may result in forfeit of placement and/or any payments made
- ❖ Weeks purchased run from Monday 08:00hrs GMT to Monday 07:45hrs GMT

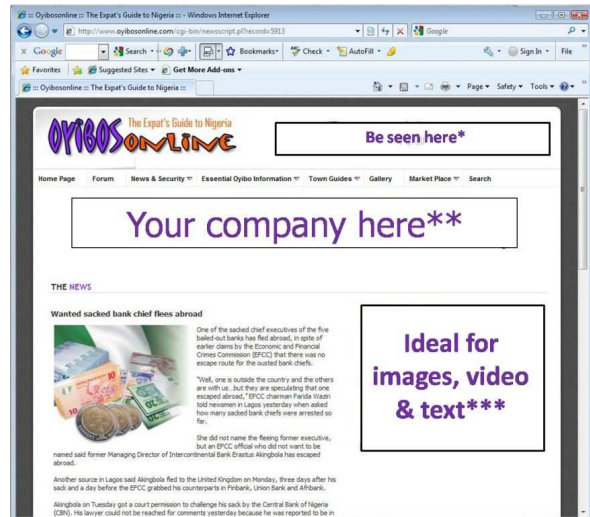


:: Layout Samples & Sizes ::

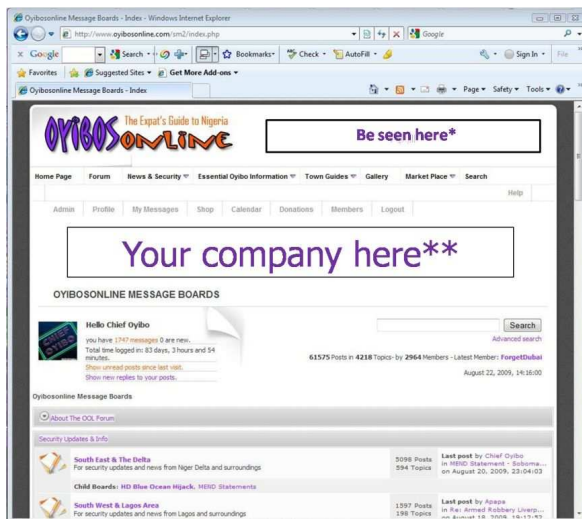
Sample Home Page



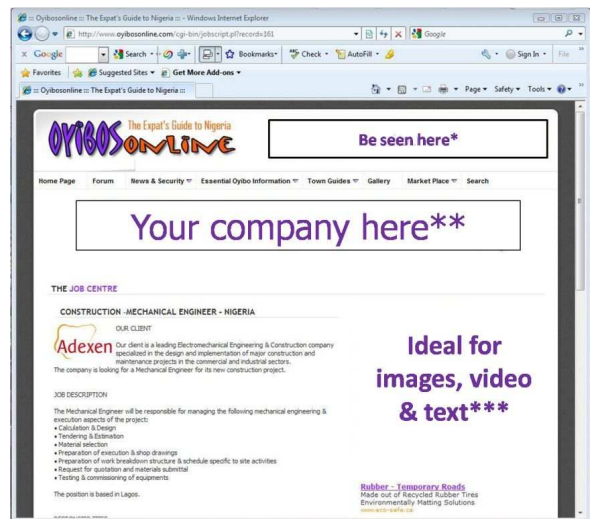
Sample News Page



Sample Forum Page



Sample Job Listing & Ad



:: Contact us for your custom quote ::
:: Buy multiple locations and SAVE ::