



[www.shipsandports.com.ng](http://www.shipsandports.com.ng)

Online Media Kit

# ABOUT US

**S**hips & Ports Communication Company, founded in 2006, stands as Nigeria's premier maritime communication powerhouse, renowned for delivering expert public relations and media services tailored to the shipping sector. With a steadfast commitment to excellence, the company provides bespoke, top-tier professional media solutions to the industry, coupled with strategic public relations services for select clients.

As a trailblazer in specialized journalism within Nigeria, Ships & Ports has earned an impeccable reputation as a trusted fountainhead of maritime news, analysis, and insights. The Ships & Ports news website serves as a comprehensive, one-stop platform for the latest maritime news, incisive editorials, exclusive interviews, in-depth reports, and expert industry commentary.

Behind the success of Ships & Ports is a team of highly skilled and experienced professionals. Our company parades some of the finest media and public relations professionals in Nigeria, boasting a staff of highly trained experts who are members of reputable professional bodies, including the Nigerian Institute of Public Relations (NIPR), Advertising Regulatory Council Of Nigeria (ARCON), and the Nigerian Union of Journalists (NUJ), among many others.

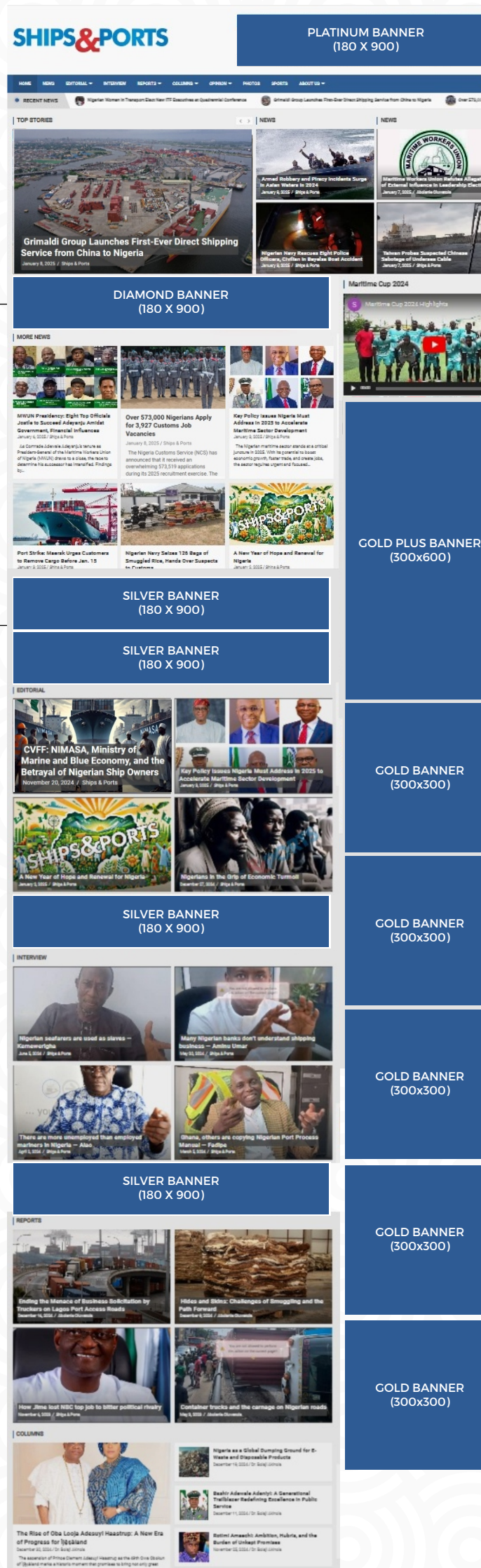
Through its unwavering dedication to delivering accurate, timely, and unbiased information, Ships & Ports plays a vital role in shaping the narrative, driving discourse, and fostering development within Nigeria's maritime ecosystem. By bridging the information gap and promoting transparency, Ships & Ports has become an indispensable resource for maritime stakeholders, policymakers, and industry enthusiasts alike.



## LAYOUT & DESCRIPTION

**DIAMOND BANNER (180x900):** Situated at a strategic position above the MORE NEWS, right under the TOP STORIES. This is a static Ad of just one (1) product.

**SILVER BANNER (180x900):** Situated above the Headlines section of the website e.g., Editorial, Interview, Reports, etc.



**PLATINUM BANNER (180 X 900):** Situated at the top of the web page. It can accommodate two or more images at a time. The Ad may come as JPEG or a GIF animation. This Banner appears on all navigation pages of the website.

**VIDEO AD:** Your Video adverts/Jingles/Montages go here.

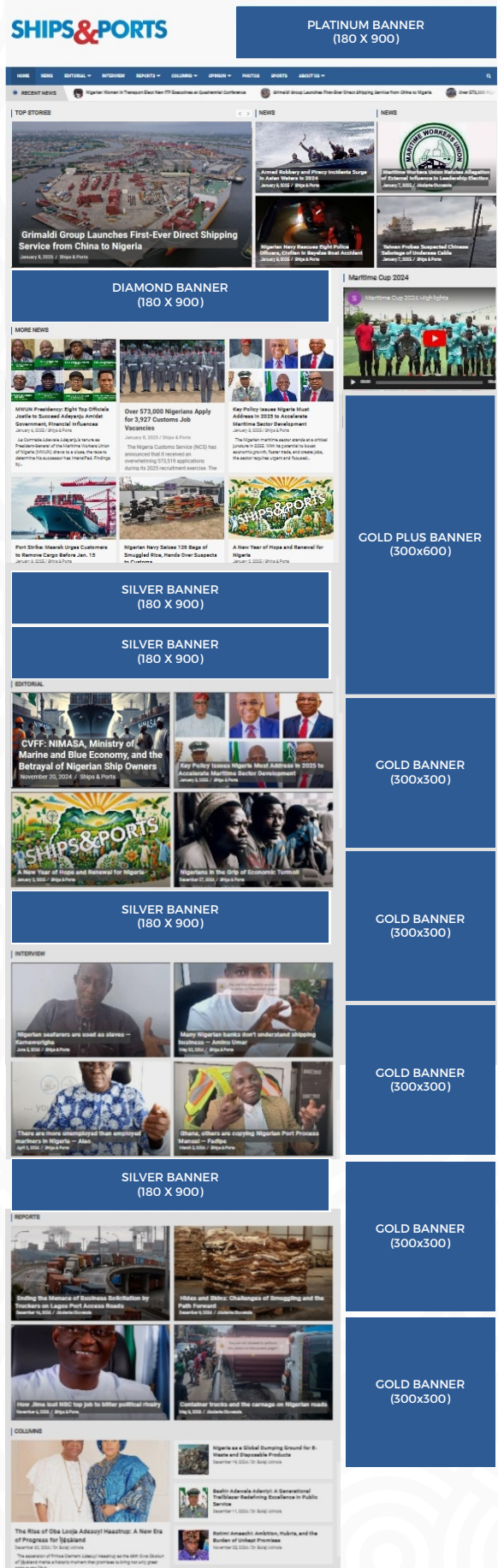
**GOLD PLUS BANNER (300x600):** Situated right under the Top Stories.

**GOLD BANNER (300x300):** Situated right under the Top Stories.

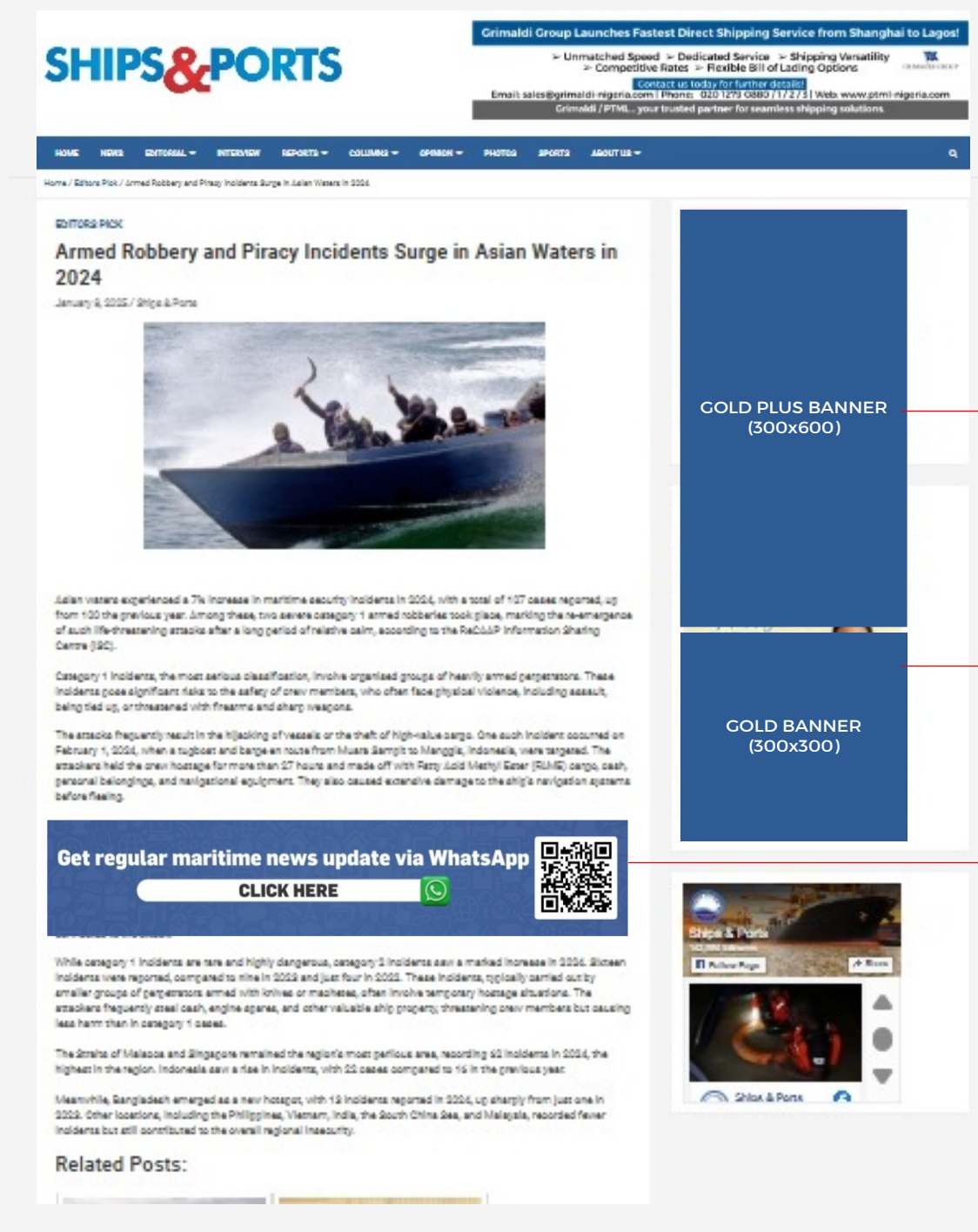


# ADVERTISING: LAYOUT & PLACEMENTS

## HOME PAGE



## STORY PAGE



**GOLD PLUS BANNER (300/600):** Situated right under the Top Stories.

**GOLD PLUS BANNER (300/600):** Situated right under the Top Stories.

**STORY BREAK-INS (180x900):** This banner is placed in-between ALL stories. Its placed in 3 strategic locations (4-6, 8-12 & 16-20 paragraphs) in the body of stories. Readers get to see the Advert while reading any story on the website.

# ADVERTISING: Regular & Special Projects

Slot Name	Size (pixels)	Price (weekly) (vat. exclusive)	Political (vat. exclusive)
Platinum Banner	180 x 900	N 700,000	N 900,000
Diamond Banner	180 x 900	N 500,000	N 650,000
Gold Plus Banner	300 x 600	N 450,000	N 585,000
Gold Banner	300 x 300	N 550,000	N 685,000
Silver Banner	180 x 900	N 300,000	N 400,000
Story Break-Ins (Para. 4-6)	180 x 900	N 450,000	N 585,000
Story Break-Ins (Para. 8-12)	180 x 900	N 350,000	N 455,000
Story Break-Ins (Para. 16-20)	180 x 900	N 250,000	N 325,000
Video Ad	300 x 250 (expandable)	N 300,000 (60secs Video Ad)	N 390,000

## Special Projects;

- Documentaries
- Event Coverage
- Special reports
- Photo Splash/Gallery

## Liveblog

Advertorial/Press Releases/Interviews

info@shipsandports.com.ng



# ADVERTISING: Social Media

## Our Presence;



<https://fb.me/ShipsandPorts.com.ng>



@shipsandports



@shipsandports

## What We Offer;

Platform	Frequency (per Day)	Price (vat. exclusive)
Facebook	2 Posts	N 100,000
Twitter	5 Tweets	N 100,000
Instagram	Photos (up to 10)	N 50,000
	Videos (60secs)	N 100,000

## Facebook & Instagram LIVE

Platform	Frequency	Price (vat. exclusive)
Facebook	30 minutes	N 250,000
Instagram	30 minutes	N 200,000

## TECHNICAL SPECIFICATIONS

1. Creatives can be in either of the following formats:  
JPG | PNG | GIF | FLV / MP4 (For Video Ad)
2. Banner size should not exceed 250kb except for Video Ad

## **CONTACT US**

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