



NigerianFLIGHTDECK Advertisement Rates Brochure

Why Advertise with Us?

Advertising on *NigerianFLIGHTDECK* guarantees extended visibility and brand resonance. Your ads reach a targeted audience of aviation professionals, stakeholders, and enthusiasts.

- **Clickable Banners:** All ads can include embedded links to your website or social media pages.
- **Flexible Campaign Updates:** You may update your creative content at no extra cost within your paid timeframe (3 months to 1 year).
- **Extended Exposure:** Unlike print ads that vanish in a day, our online placements run for a minimum of 3 months, ensuring prolonged brand visibility.
- **Affordable & Value-Packed:** Our digital ad rates offer significantly more exposure and ROI compared to traditional newspaper placements.

**NIGERIAN
FLIGHT DECK**
Travel & Business Reportage

ADVERTISEMENT OPTIONS & RATES

Leaderboard Banner (Top of Homepage)

- Size: 728 × 90 pixels
 - Position: Top right of homepage and all site pages
 - Rate: ₦750,000 +VAT ₦56,250= ₦806,250 Quarterly
 - Duration: 3 Months
 - Description: Premium visibility and attention-grabbing for top-tier campaigns.
-

Skyscraper Ads (Sidebar Display)

Wide Skyscraper (Modern)

- Size: 160 × 600 pixels
- Rate: ₦620,000+ VAT ₦46,500= ₦665,500 Quarterly
- Duration: 3 Months
- Benefit: Wider, more engaging; suits modern layouts.

Traditional Skyscraper

- Size: 120 × 600 pixels
 - Rate: ₦570,000+ VAT ₦42,750= ₦612,750 Quarterly
 - Duration: 3 Months
 - Benefit: Original format, still effective for classic designs.
-

Sidebar Rectangle Banners

Large Rectangle

- Size: 336 × 280 pixels

- Rate: ₦450,000 +VAT ₦33,750= ₦483,750 Quarterly
- Duration: 3 Months
- Placement: In-content sidebar

Medium Rectangle (MPU)

- Size: 300 × 250 pixels
 - Rate: ₦400,000 +VAT ₦30,000= ₦430,000 Quarterly
 - Duration: 3 Months
 - Placement: Sidebar, in-article, or post-bottom
-

In-Article Banner Ads

- Sizes Available: 336 × 280 or 300 × 250 pixels
 - Rate: ₦350,000 + VAT ₦26,250= ₦376,250 Quarterly
 - Duration: 3 Months
 - Placement: Inside articles, between paragraphs
 - Benefit: Seamless engagement with readers within editorial content.
-

Video Advertisements

- Starting Rate: ₦500,000 + VAT ₦37,000= ₦537,000 per month
 - Placement: Homepage or embedded within articles
 - Benefit: Ideal for dynamic campaigns and branding.
-

Sponsored Post

- Rate: ₦180,000 + VAT ₦13,500= ₦193,500 per article

**NIGERIAN
FLIGHT DECK**
Travel & Business Reportage

- **Placement:** Published as a news feature on homepage and relevant category pages
 - **Benefit:** Reach your audience with branded storytelling while maintaining editorial tone and SEO optimization.
-

Editorial Disclaimer on Defamatory Content

NigerianFLIGHTDECK maintains high editorial standards and will not publish any advertisement, post, or sponsored content deemed defamatory, false, or harmful.

All materials undergo internal review to ensure alignment with ethical journalism. We reserve the right to reject or request revision of any content that violates these principles.

Frequency Flexibility

While we support reduced-frequency placements, please note:

Shorter durations or fewer impressions attract higher rates.
This is negotiable depending on campaign volume or objectives.

Submission Guidelines

- **Format:** JPEG or other compatible digital formats
- **Delivery:** Via email or portable media (USB, disk)
- **Lead Time:** Materials must be received at least three (3) days before the scheduled start date
- **External Links:** Include all desired URLs for ad click-throughs

We look forward to partnering with you and delivering maximum value through your campaigns.

Contact Us

- Email: nigerianflightdeck@gmail.com
 - Phone/WhatsApp: 09054011910
 - Publisher: Anthony Patrick Omoh
 - Organisation: *Flightdeck Communications Enterprises (BN2478183)*
Publishers of NigerianFLIGHTDECK Online Portal. Our details are: FLIGHTDECK COMMUNICATIONS ENTERPRISES: UNITED BANK FOR AFRICA (UBA) 1020274578 and Tax Identification Number (TIN): TIN20216554-0001.
-

Notice:

This revised rate structure takes effect from December 1st.

