



SAPPHIRE ADVERTISING MEDIA/PR RATE

SOCIAL MEDIA MANAGEMENT RATE

PACKAGE	PLATFORM	POST PER WEEK	CONTENT TYPE	CONTENT SOURCE	BOOSTED POSTS (MONTHLY)	COST (Monthly)
BRONZE	Facebook; Instagram; Twitter X	5	Graphics/ Videos	Client/SA	2	N150,000
SILVER	Facebook, Instagram, Twitter, TikTok	5	Graphics/ Videos/ Text	Client/SA	2 (FB&IG only)	N250,000
GOLD	Facebook, Instagram, Twitter, LinkedIn, TikTok	5	Graphics/ Videos/ Text	Client/SA	2 (FB&IG only)	N350,000
DIAMOND	Facebook, Instagram, Twitter, LinkedIn, Youtube, TikTok	5	Graphics/ Videos/ Text	Client/SA	2 (FB&IG only)	N550,000

- **CREATION OF NEW SOCIAL MEDIA PAGES** **N10,000 per platform**
- **SOCIAL MEDIA PAGE OPTIMIZATION** **N10,000 per platform**



CONTENT PRODUCTION

S/N	CONTENT TYPE	PRICE (N)
1	Basic Reels/Content (Motion graphics)	N25,000
2	Basic Graphics design	N5,000 – N15,000
3	Audio Voice-Over (female voice)	N50,000
4	Audio Voice-Over (Male Voice)	N50,000
5	Audio Voice-Over (Male and Female)	N100,000
6	Audio jingles (Single female voice)	N75,000
7	Audio Jingle (Single male Voice)	N75,000
8	Audio Jingle (Male and Female Voice)	N135,000
9	2D Animation (1minute)	N100,000
10	Professional 2D Animation	N200,000
11	Basic 3D Animation	N150,000
12	Professional 3D Animation	N300,000
13	Infographics	From N100,000
14	Basic Visual content with location shoot (with iPhone)	From N200,000 (depending on product and location)
15	Professional Visual content with a location shoot	From N500,000 (depending on location, product &equipment used)
16	Content writing for Websites	N45,000 per article
17	Voice-overs for Documentaries	N200,000



DOCUMENTS AND PROPOSALS

S/N	DOCUMENT TYPE	PRICE (N)
1	Business proposal	N125,000
2	Company profile	N100,000
3	Basic Business Plan	N225,000
4	Financial Projection (5 years)	N175,000
5	Standard Business Plan	N350,000
6	Feasibility Studies	N575,000
7	Pitch Deck	N175,000



OTHER MEDIA AND PUBLIC RELATIONS SERVICES

S/N	SERVICES	PRICE (N)
1	Corporate Events Host/Moderator	N500,000
2	Press Release	N85,000
3	Media Appearance/Engagement Training	N225,000 (Per 90min Session)



COMMUNICATION AND PUBLIC SPEAKING TRAINING

S/N	PACKAGE	ONLINE	OFFLINE (WITHIN ABUJA)
1.	Beginner	N300,000	N450,000
2.	Intermediate	N300,000	N450,000
3.	Master-class	N400,000	N600,000

Each Package comprises FOUR modules of

- 60-minute coaching sessions per module
- Video materials for further practice and
- Assignments



ONLINE PUBLICATION PLATFORMS

INTERNATIONAL PUBLICATIONS

S/N	PLATFORM	RATE (\$)	DELIVERY TIME
1.	The US Times	220/each	2DAYS
2.	American Business Star		
3.	AP		
4.	Hustle Weekly		
5.	New York Business Now		
6.	USA Newswire	450/each	2DAYS
7.	Forbes		
8.	Reuters		
9.	CNBC		
10.	Entrepreneur		
11.	Yahoo News	100/each	2-7 DAYS
12.	Yahoo Finance		
13.	Digital Journal		
14.	The NYC Journal		
15.	Benzinga		
16.	Market Watch		
17.	Canadian Insider		
18.	Market Watch		
19.	Artist Weekly	500/each	2-7 DAYS
20.	US Insider		
21.	US Reporter		
22.	US Business		
23.	Celebrity News		
24.	Wall Street Times		
25.	All Five GOOGLE News Sites	200/each	2-3 DAYS
26.	BUSINESS INSIDER	1100	
27.	OKAY AFRICA	1300	
28.	GQ SOUTH AFRICA	1300	
29.	NEW YORK WEEKLY	700	
30.	USA WIRE	350	
31.	PULSE NIGERIA	N260,000	2DAYS
32.	PULSE GHANA	N382,000	
33.	PULSE KENYA	N358,000	
34.	PULSE UGANDA	N325,000	

35	PULSE SENEGAL	N295,000	
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LOCAL NEWSPAPERS/PLATFORMS

S/N	PLATFORM	RATE (N)	DELIVERY TIME
1.	Sun Newspaper	N60,000/EACH	1-2 DAYS
2.	Tribune		
3.	Nation		
4.	Telegraph		
5.	Independent		
6.	BluePrint		
7.	Leadership		
8.	Guardian		
9.	Vanguard		
10.	ThisDay		
11.	Punch	N220,000	1-2 DAYS
12.	Business Day	N180,000	



NOTE

- The cost of writing an article is N30,000.
- Publications (national dailies) with your website link, company logo, and contact details are 135,000 each
- Once an article is published, it becomes exceedingly difficult to take down or make significant edits. To ensure the accuracy and integrity of content, kindly follow these crucial steps:
 - a. **Thorough Review:** Before granting approval for publication, please carefully read through each article. Verify that the content aligns perfectly with your messaging and is devoid of errors or misinformation.
 - b. **Accurate Submission:** When submitting articles to our team, please double-check all information for correctness and completeness. This will help us avoid unnecessary revisions after publication.
- Editors of National Dailies may, at times, modify your article to fit their platform's standards. If you desire your pieces to be shared verbatim, extra charges may apply, which vary with different dailies. Typically, around 70% of submissions remain unchanged upon publishing.