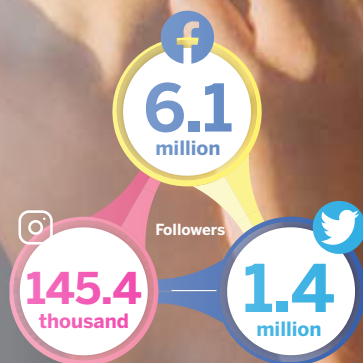
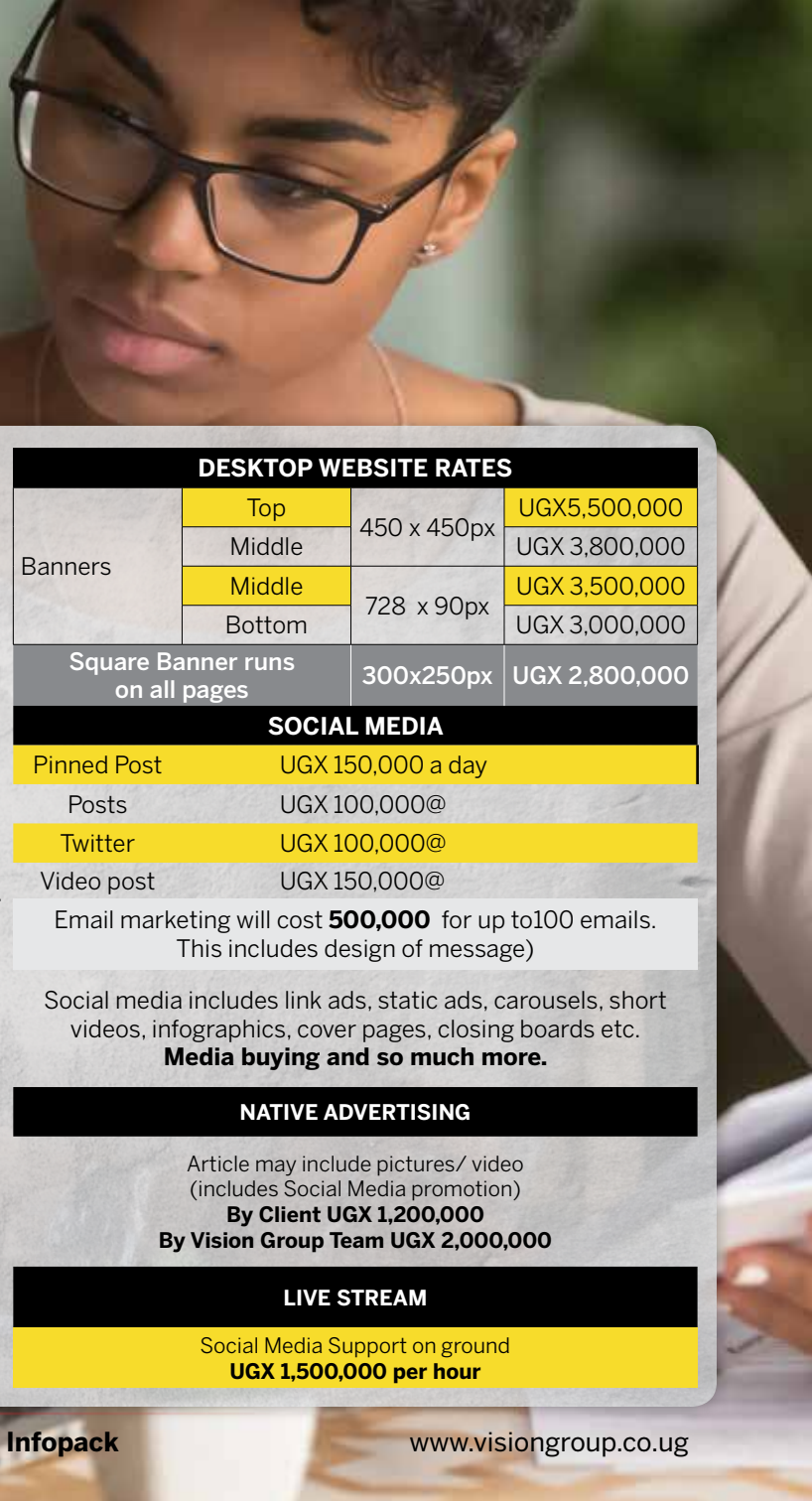


# DIGITAL RATE CARDS

## Target Audience

Age	%
18 - 24	<b>20.83</b>
25 - 34	<b>34.78</b>
35 - 44	<b>21.21</b>
45 - 54	<b>12.69</b>
55 - 64	<b>5.84</b>
65+	<b>4.65</b>





### DESKTOP WEBSITE RATES

Banners	Top	450 x 450px	UGX5,500,000
	Middle		UGX 3,800,000
	Middle	728 x 90px	UGX 3,500,000
	Bottom		UGX 3,000,000
Square Banner runs on all pages		300x250px	UGX 2,800,000

### SOCIAL MEDIA

Pinned Post	UGX 150,000 a day
Posts	UGX 100,000@
Twitter	UGX 100,000@
Video post	UGX 150,000@

Email marketing will cost **500,000** for up to 100 emails. This includes design of message)

Social media includes link ads, static ads, carousels, short videos, infographics, cover pages, closing boards etc.  
**Media buying and so much more.**

### NATIVE ADVERTISING

Article may include pictures/ video (includes Social Media promotion)  
**By Client UGX 1,200,000**  
**By Vision Group Team UGX 2,000,000**

### LIVE STREAM

Social Media Support on ground  
**UGX 1,500,000 per hour**

### New Vision:

The website provides the latest and up to date news from Uganda and around the world. With an average of **6, 112,846** users, **17,683,949** sessions and **42,090,842** page views, the site is ideal for advertisers who need their products and services to be viewed by all these potential clients. Perfect too for clients who want to advertise both locally and internationally.

### Social Media:

Vision group has a number of social media sites (Facebook, Twitter, IG). These “handles” have several followers with the biggest being New Vision with over 1 million followers. These social media sites are a good place for brands to get their messages out there to a young vibrant demographic. With the ever increasing growth of social media, these are great platforms for brands to engage with their customers, existing and potential . We offer advertising of all kinds from banners, videos, Live stream, static images, carousels and posts.



# HARVEST MONEY

WITH NEW VISION



## THE HARVEST MONEY WEBSITE

This website was created to bring agricultural information close to every farmer.

Advertising on this website gives you the chance to reach thousands of farmers who visit the site to get agricultural news and farming tips, buy harvest money products and find market opportunities for their agricultural products.

Average time spent on Website:

**3 Minutes & 21 Seconds**

Average Page Views Per Month:

**3 Million**

Unique Users Per Month:

**727 Thousand**

Harvest Money | [www.harvestmoney.co.ug](http://www.harvestmoney.co.ug)

Can be accessed directly or through  
The New Vision Digital App and [www.newvision.co.ug](http://www.newvision.co.ug)

Home page Banners	300 x 600px	3,000,000/=
	728 x 90px	2,500,000/=
Article/Story Banners	300x600px	2,500,000/=
	300x250px	2,500,000/=
Category Banners	300x600px	2,500,000/=

The above are supported with articles, social media promotions

Sponsored content: (Text links, PR Articles etc) 1,200,000/=



## AUGMENTED REALITY (AR)

With augmented reality, content comes to life.

A smartphone user can simply scan a page in the newspaper or e-paper and they will be able to watch the story in video format. It's a new and exciting way to bring your advertorials and product launches to life.





## PODCASTS

- **Podcasting is becoming increasingly popular.**
- **Podcasts are downloadable audio files that can be played at any time.**
- **Use podcasts to reach a larger audience by doing interviews, narrating stories, and so on...**



## CONTENT ON DEMAND



Short, episodic videos are uploaded on the **New Vision Digital app** as **content on demand**.

Advertising opportunities vary, a brand may either sponsor existing popular programs such as harvest money, swengere etc. or custom content for the brand may be created

		Podcast @ episode	Content on demand @ episode
<b>Tier 1</b>	Sponsorship of existing content i.e. News in Uganda	590,000	590,000
<b>Tier 2</b>	Customized, fresh customer content	1,180,000	1,180,000

**10% surcharge on running campaigns. Costs include social media promotions.**

# Bukedde

## Bukedde:

Bukedde website is a Luganda based website. The site provides users with comprehensive news from Uganda with the hottest gossip, sports and political news around the country. The websites boasts an average of 1,315,777 users, 6,027,072 sessions, 18,385,197 page views. The site is ideal for clients who need to advertise to Ugandan's at home and in the diaspora.

**1,315,777**  
Users,

**6,027,072**  
Sessions

**18,385,197**  
Page views



## www.bukedde.co.ug

Rectangular banner	728 x 90px	UGX 1,500,000
Square Banners	300 x 250px	UGX 1,500,000
	300 x 600px	UGX 1,500,000
Pinned Post		UGX 100,000 a day
Posts		UGX 60,000@
Twitter		UGX40,000@
Vidoe Posts		100,000

**Video Adverts, Customized ads, for clients.**

## NATIVE ADVERTISING

Article may include pictures / photos / video  
(includes Social Media promotion)

**By Client UGX 800,000**

**By Vision Group Team UGX 1,200,000**

## LIVESTREAMING

**Social Media Support on ground**  
**UGX 500,000 per 30 minutes**



# E-PAPER RATE CARD

[www.epapers.visiongroup.co.ug](http://www.epapers.visiongroup.co.ug)

## E-PAPERS

With Vision Group's e-papers, you can have the news in the palm of your hand. These are digital versions of our popular newspapers that you can read on your computer, tablet and smartphone. Advertising in the e-papers means you can reach audiences from all over the country and beyond.

### CATEGORY

### SIZE (ARTWORKS OPTIMIZED FOR MOBILE)

### COST

Landing Page

728x90px

5,000,000

Splash Screen Ad

300x250px

5,000,000

Reader banner

728x90px

3,800,000

Article pop up

728x90px

3,800,000

Multimedia content Ads

Includes videos, Augmented Reality (AR),  
Audio, Live links

To be agreed  
upon

# E-PAPER Subscription RATES



Volumes/ Users	1 Month Subscription	3 Month Subscription	6 Month Subscription	1 Year Subscription
<b>NEWVISION</b>				
1-99	1500	1400	1300	1200
100-499	1400	1300	1200	1000
500-999	1300	1200	1000	900
<b>BUKEDDE</b>				
1-99	1000	1000	1000	900
100-499	1000	1000	900	800
500-999	1000	900	800	700

FOR INQUIRIES AND SUBSCRIPTION, contact:

**Jonan Agaba: 0774 344 761**

agabaj@newvision.co.ug | epapersupport@newvision.co.ug | Digital@visiongroup

ePaper is a read-only version of NewVision and Bukedde newspapers. It is not downloadable or shared [www.visiongroup.co.ug](http://www.visiongroup.co.ug)

**Single copy readers paying via flutter wave shall pay New Vision 1000 and Bukede 1000**





**The Kampala Sun** website replaced the Kampala Sun newspaper, a weekly tabloid. It is now a fully-fledged entertainment website that covers the hottest gossip, entertainment, fashion, international news and sports stories. By advertising on this website you are able to reach thousands of hip and trendy youth that are looking for brands and products that resonate with them.

**1,315,777**  
Users,

**6,027,072**  
Sessions

**18,385,197**  
Page views



www.bukedde.co.ug		
Rectangular banner	728 x 90px	UGX 1,500,000
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**LIVESTREAMING**

**Social Media Support on ground**  
**UGX 500,000 per 30 minutes**



#StaySafe



# PAY FOR VISION GROUP PRODUCTS AND SERVICES USING MOBILE MONEY

## MTN PAYMENTS

- Dial \*185#
- Select option 4, Payments
- Select 4, Goods & services
- Enter merchant code NV3
- Enter reason for payment as your reference
- Enter amount & your PIN to confirm

## AIRTEL PAYMENTS

- Simply Dial \*185#
- Select option 4, Pay bill
- Select 9, Others
- Enter business number 600006
- Enter amount and state reason for payment
- Enter your PIN to confirm

### CUSTOMER SERVICE

☎ 0312 337 000 | 0800 166 789  
✉ customerservice@newvision.co.ug

**VISION GROUP**<sup>®</sup>  
NATIONAL PRIDE • GLOBAL EXCELLENCE