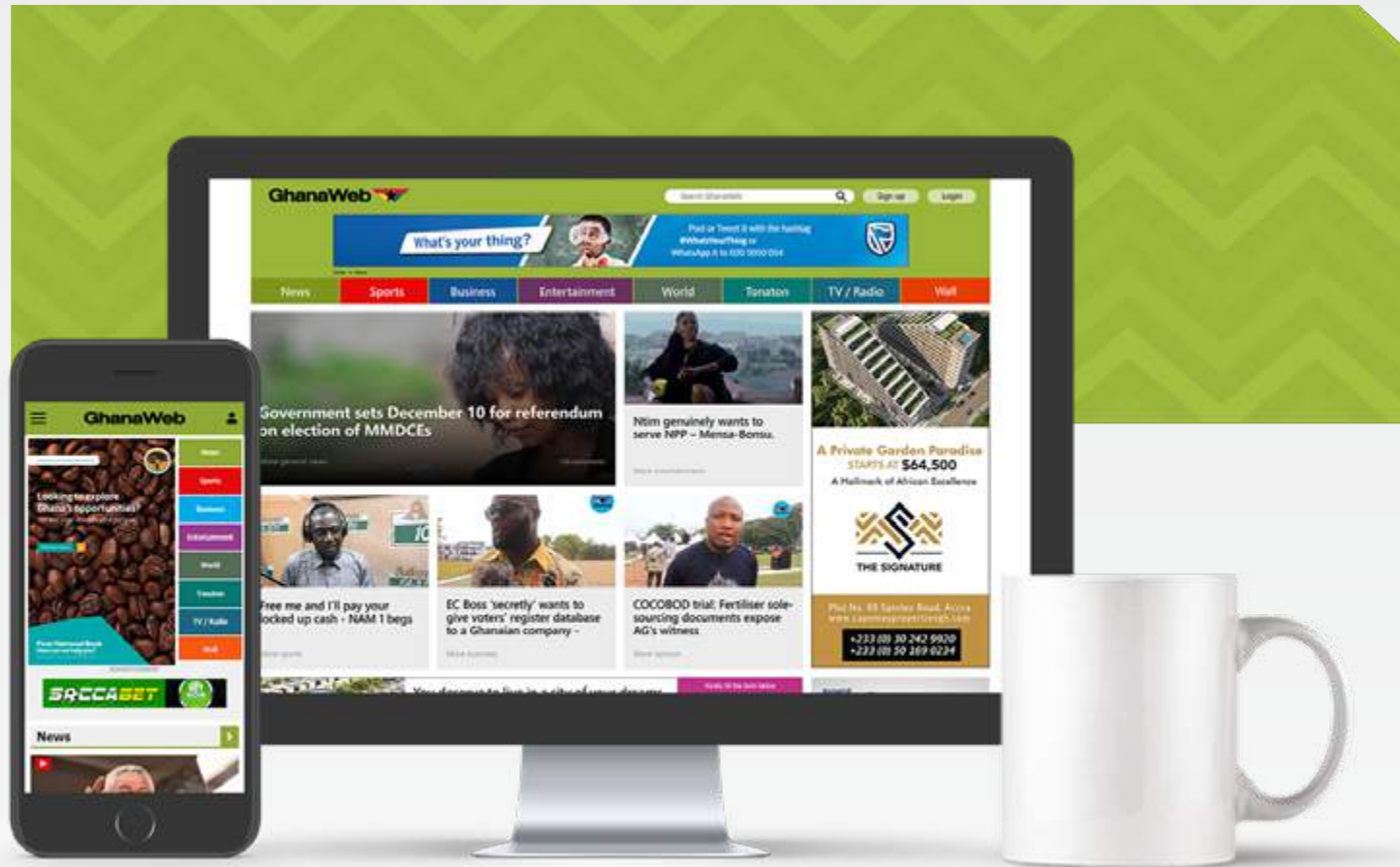


GhanaWeb Advertising



WHO WE ARE

GhanaWeb is a vertical portal which publishes everything related to the country Ghana. Aside news from Ghana, we offer background information, opinions, the facility to listen to over 200 Ghanaian radio-stations, classifieds, a social network for Ghanaians and many more.

The portal was launched by a privately owned company in 1999 and operates under the laws of the Netherlands. Through this legal setup, we publish news from Ghana in a completely independent and neutral manner. Also, we have established a platform where Ghanaians can express themselves freely through opinion articles and by commenting on the news without being censored.

Our visitors are predominantly Ghanaian and historically, GhanaWeb has been very popular amongst the millions of migrant Ghanaians living in the USA, Canada, United Kingdom, Germany, Netherlands and many other countries. This segment of our audience is very loyal, in fact, many visitors from the early years still visit us daily.

In the last decade, GhanaWeb became extremely popular in Ghana. Since 2008, we are ranked as the most popular website in Ghana featuring local content (source: Alexa).

About GhanaWeb

GhanaWeb Publishing

Access to objective news is crucial for Ghana and the mobile device provides access to news for everyone, anytime, anywhere.

GhanaWeb Advertising

- To reach the right audience with the right message is key; GhanaWeb offers advertisers easy access to the biggest Ghanaian audience
- GhanaWeb viewership goes beyond Ghana. It comprises viewers from other African countries, such as Nigeria, Cameroun and Tanzania and the Ghanaians living in the US and Europe.

Working with Ghanaweb

Our people are: Curious, innovative, reliable and ambitious
We want to deliver value for our clients and are open to create solutions that go beyond any regular standard

Advertising with GhanaWeb is:

- The best way to reach a mass audience in Ghana with your message
- The most transparent medium as to measurement of the audience
- The website with the most engaged visitors
- More channels in one medium, radio, video, mobile and desktop
- Segmentation and targeting offer better advertising possibilities

GhanaWeb Facts

1

3rd

Most Visited
Website in Ghana

2

No.1

Ghanaian News
Website

3

Biggest

with
approximately
4 million
unique visitors

4

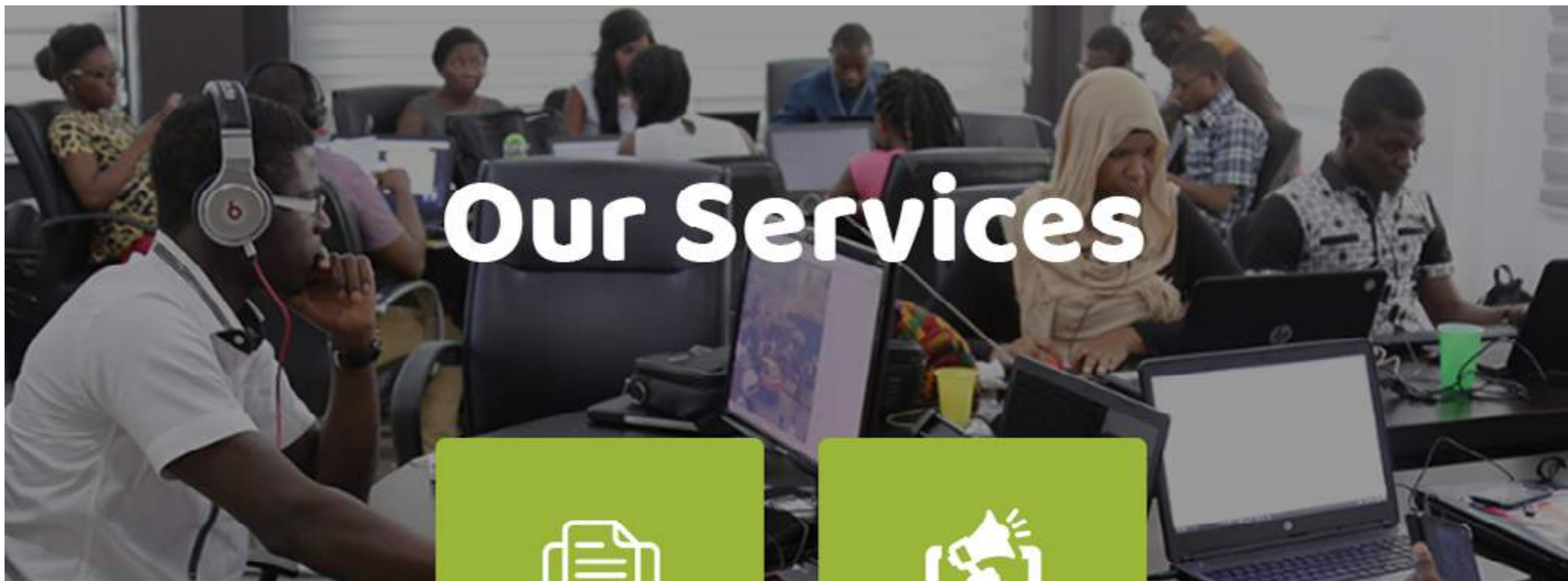
**Almost
100 Milion**

Monthly
Pageviews

5

**Great
Engagement**

visitors stay longer
on GhanaWeb
than on any
other top site
in Ghana



Publishing



Advertising



We can support your marketing objectives in many ways

GhanaWeb offers you an omni-channel advertising approach, we can support you in many ways and our editors and specialists can help you when content or digital production in your communication efforts is needed. GhanaWeb is the most patronized online publisher and most visited website in Ghana. With over **350 daily publications** and **250 Ghanalan radio stations online**,

GhanaWeb offers you an advertising service best suited to your needs:

- Regular advertising
- Tailor made solutions (for our bigger clients)
- Special products for different categories of advertisers – eg for SME's
- Own company profile on GhanaWeb – the digital place where you are noticed
- Local advertising



Business Events

We bring together crowds for specific business and consumer events



Online Web News

We are the free online news provider for desktop and mobile in order that everyone can access news.



Online TV and Video

We broadcast live online TV and provide online video.



Online Radio

We also broadcast radio online and provide podcasts.



Newsletter

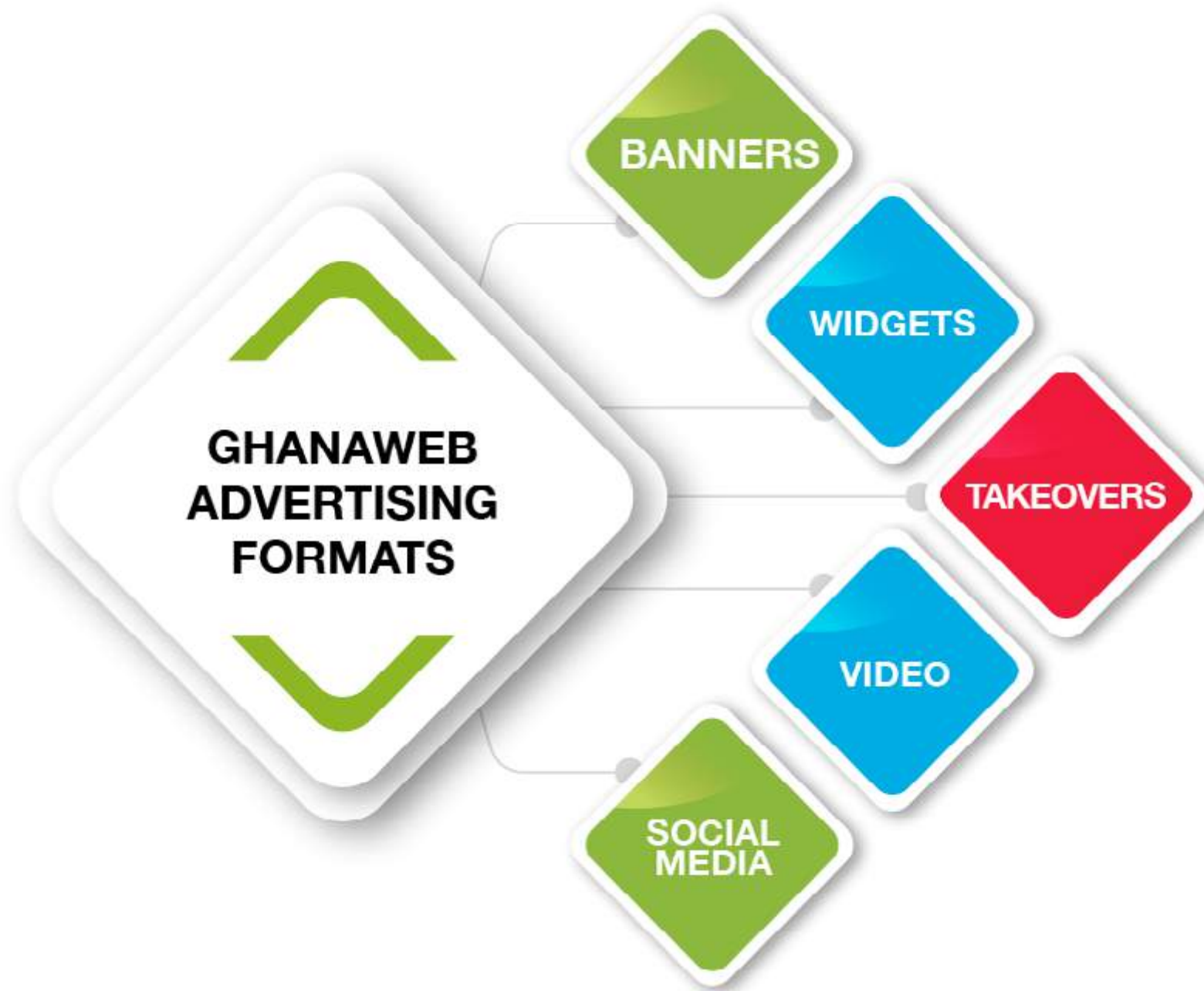


Advertising

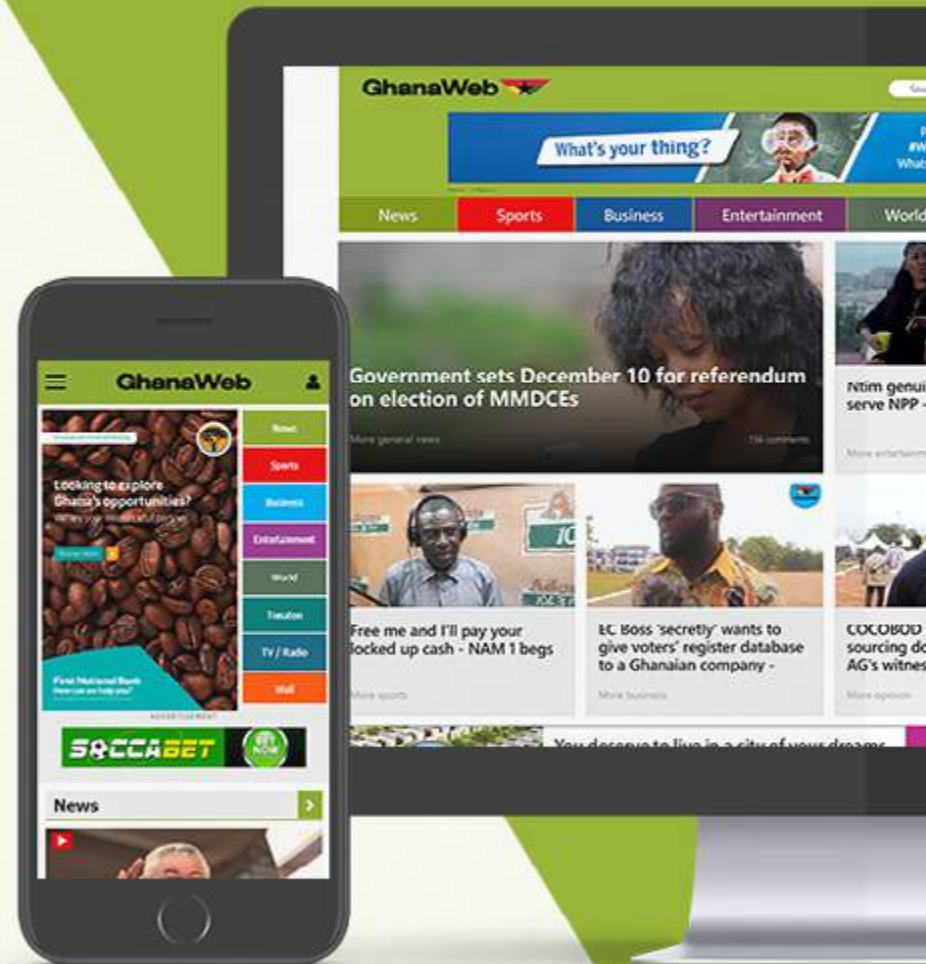
GhanaWeb offers advertising possibilities on both desktop and mobile platforms. Our main objective is to promote businesses through different advertising options, e.g. Videos, Event coverage, Banner placement, Public announcement, Guest appearance, Live streaming etc.

ADVERTISING BENEFITS

- Complimentary video coverage
- Free social media support
- Geo-targeting capabilities
- Accurate, unfiltered, timely reporting
- Measured advertising performance
- You never pay more than what you get (wypiwyg)



Our Services





Regular Advertising

Banners

Desktop Takeover

Leaderboard

Skyscraper

Widget

Medium Rectangle

Banner Sizes

Desktop Takeover
1245 x 250px

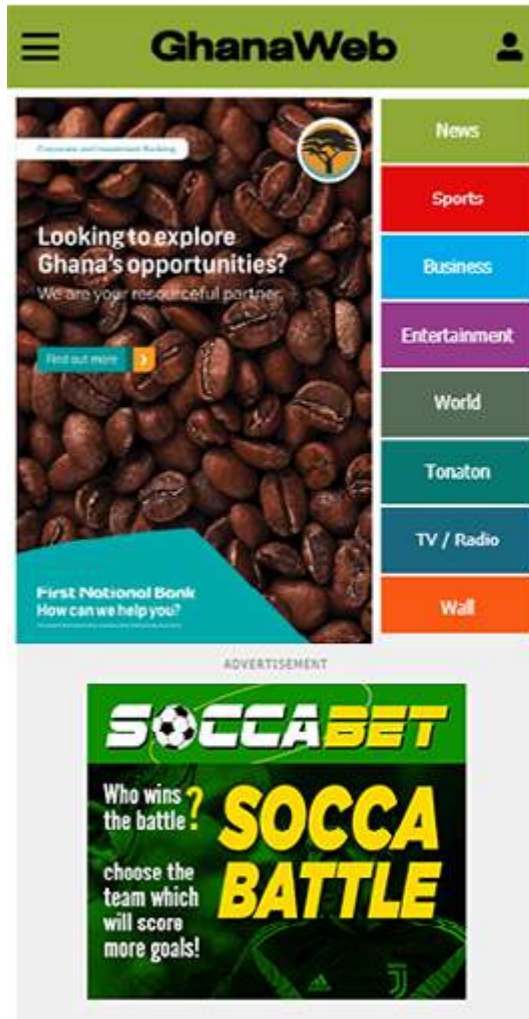
Leaderboard
970 x 90px

Skyscraper
300 x 600px

Medium Rectangle
300 x 250px

Widget
900 x 153px

Banner Sizes



Mobile Takeover

Medium Rectangle



Tailor Made Solutions

For our bigger clients **GhanaWeb** offers tailor made solutions. As an online news platform, our content production department, digital production department and our advertising team are organized to work together to support your customers' journey. Together with your marketers, advertising and media agencies we create and support communication solutions that suit your needs.

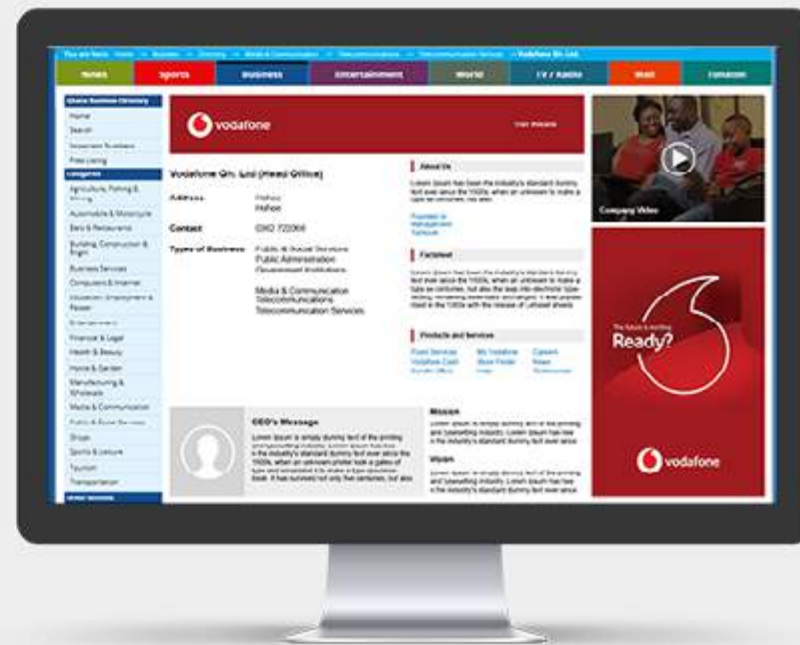
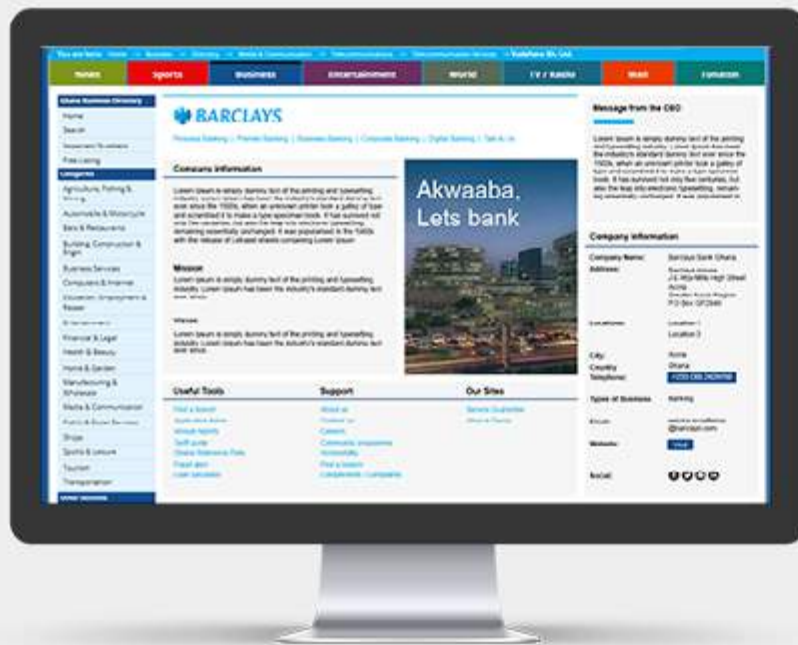
BENEFITS

- Land your message better with the right target audience
- A better translation of your campaign concept
- Stand out with more impact
- Integrate a call to action in your campaign
- Support the entire customer journey
- Better ROI of your media investment



Special Products for Different Categories of Advertisers

GhanaWeb drives innovation to offer better advertising products to you. For SME's we developed local advertising for local businesses and an own company profile on Ghanaweb – it comes with good traffic and SEO - the digital place where you are noticed. Below an example of such company profile – with and without sponsor





Our Regular Advertising Rates





Some of Our Advertisers





Contact us

sales@ghanaweb.com

0540125014

0556546135

0540125012

0556616619

GhanaWeb 

www.ghanaweb.com

GhanaWeb Promotions is an Advertiser and
Publisher Solutions Ghana Ltd. brand name.
Advertiser and Publisher Solutions Ghana Ltd.
is the authorized sole representative in Ghana
for Holland-based GhanaWeb BV.

 Advertiser & Publisher
Solutions Ghana Ltd.