

JUBA

Join Us to Build Africa!

RATE CARD, DECEMBER 2022

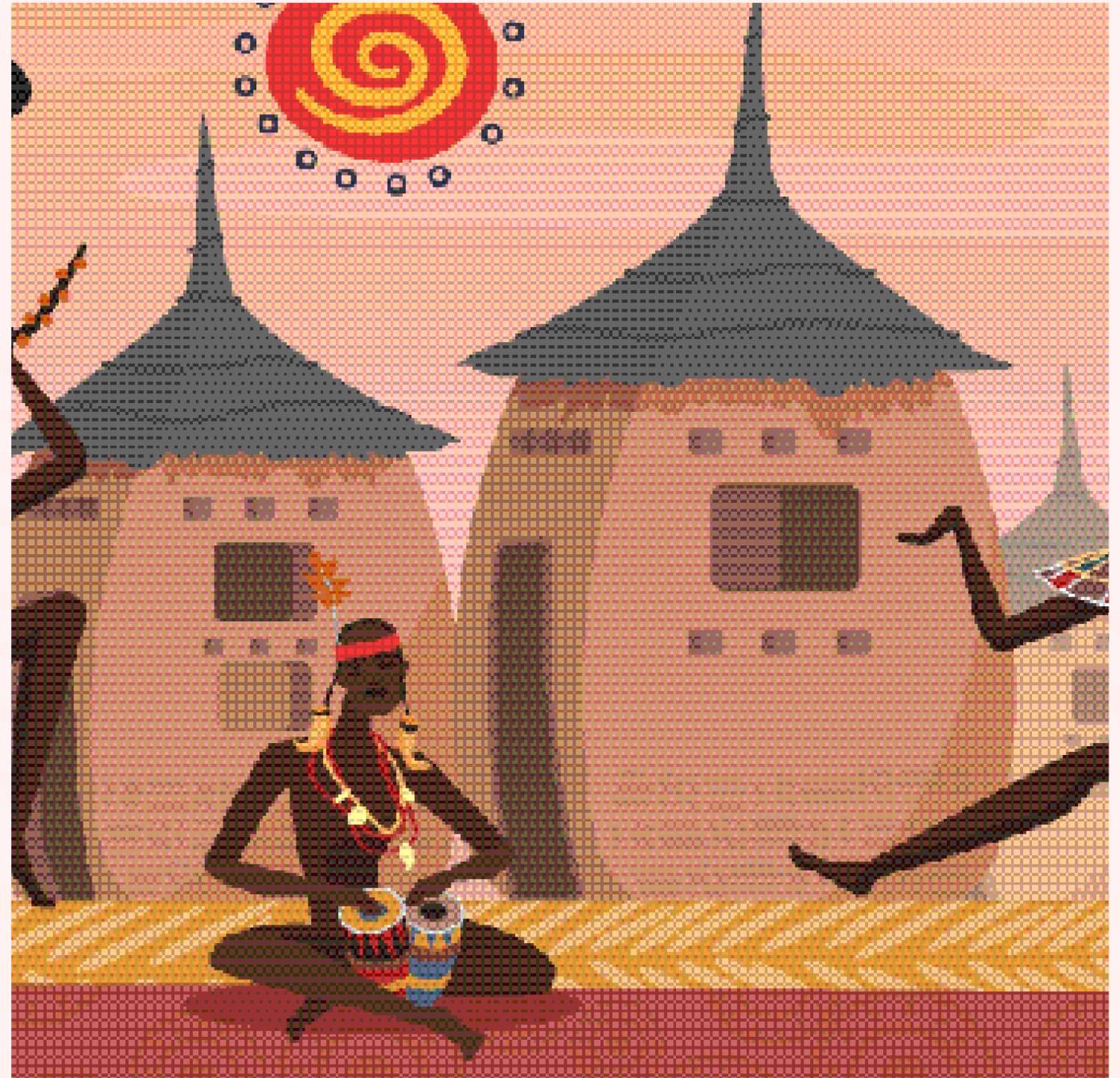


Juba is a rhythmic handclapping and slapping of the thighs, a dance popular among African plantation workers in the 1800s to draw strength and find joy in spite of immediate challenges.

For us, JUBA is the rhythm that amplifies the voices of African brands doing the most in spite of impending challenges.

Every Technext offer you take up helps strengthen our voices to tell great brand stories happening in Africa for Africans and indeed the entire globe. We invite you to JUBA...

Join Us to Build Africa!



Hi, I am Ayo from Technext, I am the virtual voice you will hear while reading this deck. Yeah this voice.



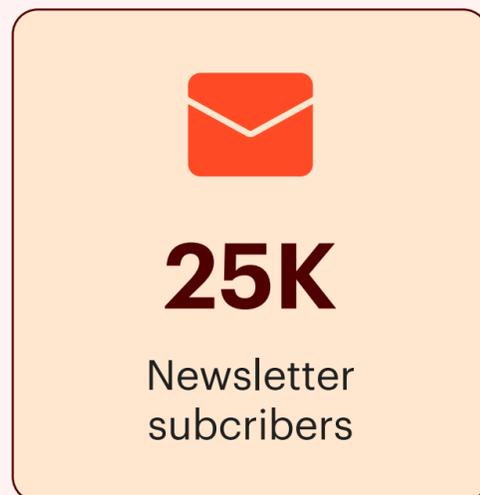
About Technext

Our goal at Technext is to document the African tech narrative and be the go-to platform for young Africans living across the globe who seek to understand the world of tech and make the most of their lives.

We enjoy creating technology content in a language that anyone can understand.

Are you marketing for the era that we live in?

A look at our numbers



We stay true to our purpose everyday by providing people-focused tech stories that will shape lives and influence policies in Sub-Saharan Africa.

A partnership with Technext will help you:

-  Increase awareness among the Millennials & GenZ population
-  Drive adoption by top-earning demography
-  Position your brand for distinction among competitors





Our offerings



Sponsored Article

Our sponsored article offer simply means that you will write the article and we will publish on our website.

This is ideal for brand announcements, product launches and PR placements

Here is what you will get

- ▶ Lifetime publication on the website with a potential for 105k monthly unique users
- ▶ Maximum of 2 in-story backlinks to products, apps and landing pages
- ▶ Publication with SPONSORED author tag on website and hashtag on social media

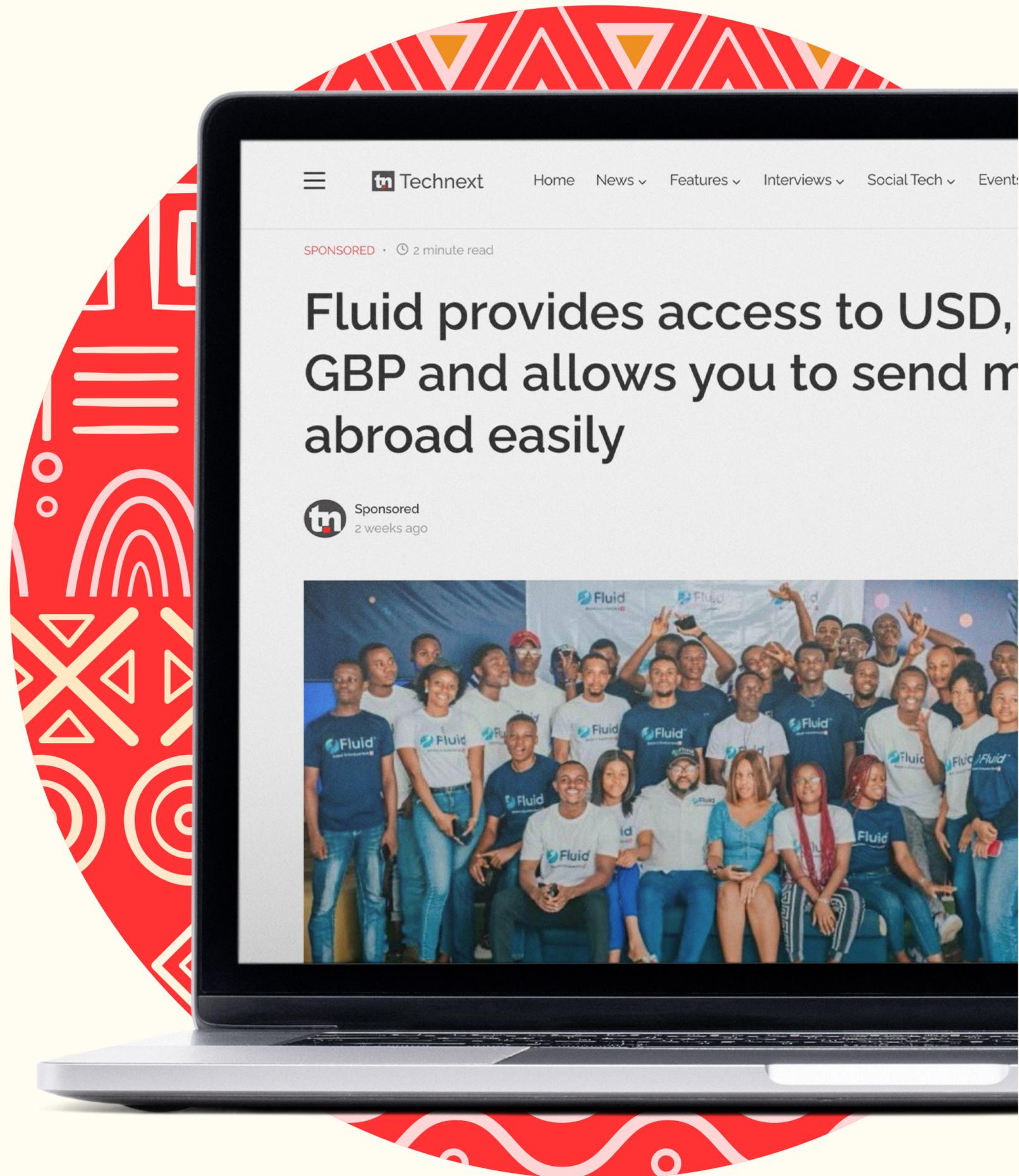
Rate

\$153

Add-on

Social media sharing

\$48



Special Feature Article

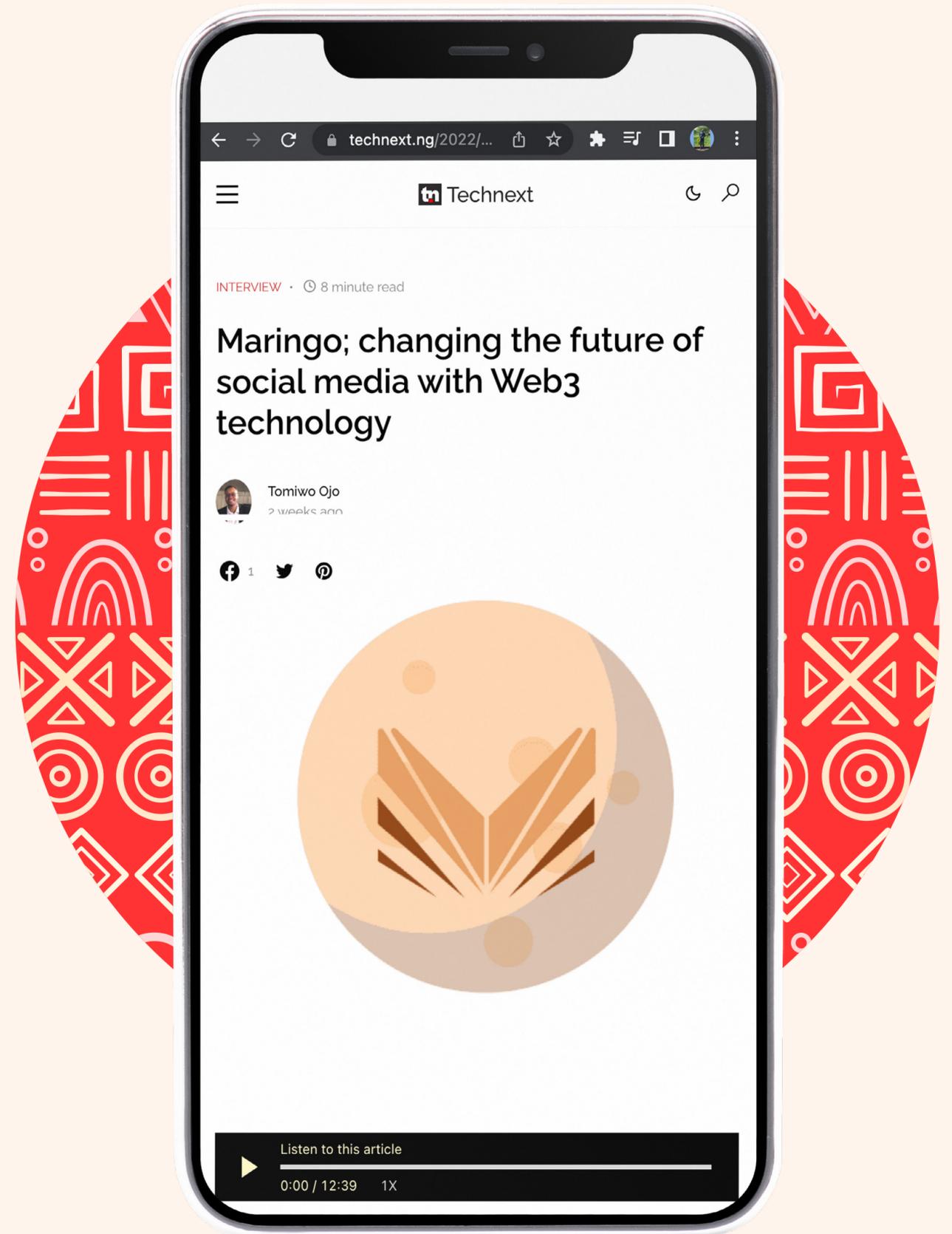
Special feature articles are similar to sponsored articles but uniquely different. The Technext content team will produce a compelling narrative to help your brand positioning.

This is ideal for product reviews, app reviews and programme explications.

Here is what you will get

- ▶ Production of content by Technext team + 1 review opportunity
- ▶ Publication with writer author tag on website and no SPONSORED hashtag
- ▶ Lifetime publication on the website with a potential for 105k monthly unique users
- ▶ Auto share across social media platforms
- ▶ Browser notification to over 21k readers' personal devices.
- ▶ Maximum of 3 in-story backlinks to products, apps and landing pages

Rate **\$298**



Technext Newsletters

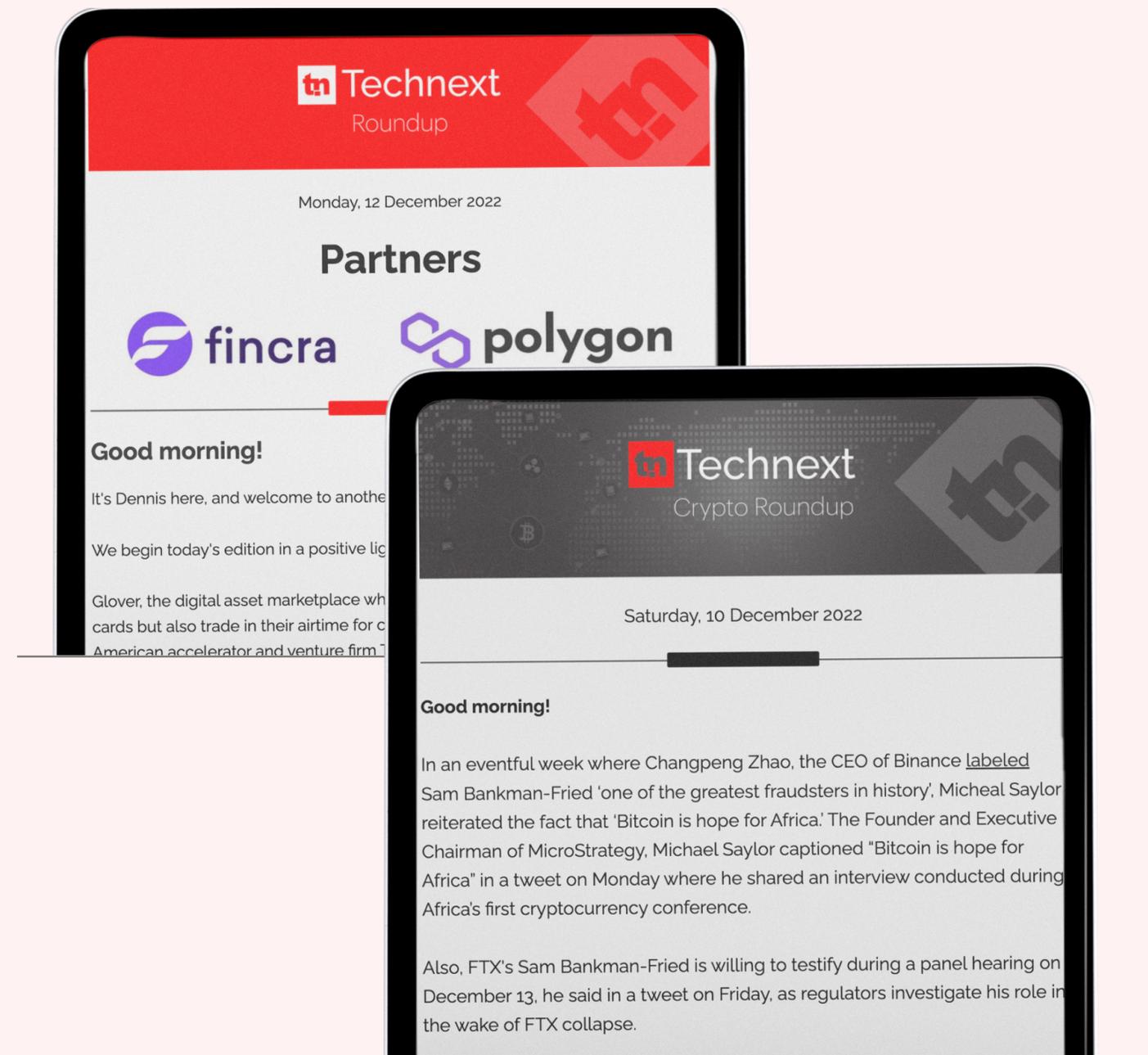
Technext has 2 Newsletter offerings:

The Technext daily newsletter (**Roundup**) carefully curates important and exciting news in Africa's tech space at the fingertips of over 25k subscribers first thing each morning.

Our **Crypto Roundup** is a Saturday only issue that focuses on the thriving world of crypto, blockchain, Web3 and everything in-between. If you want your brand message to be top of mind and your logo to stick, this is ideal for you.

As a sponsor, here is what you will get

- ▶ A banner image/GIF ad slot at the top of the newsletter
- ▶ CTA clickable link to your platform
- ▶ One content box to share your special announcement
- ▶ Partner mention within the post.



Daily Roundup Rates

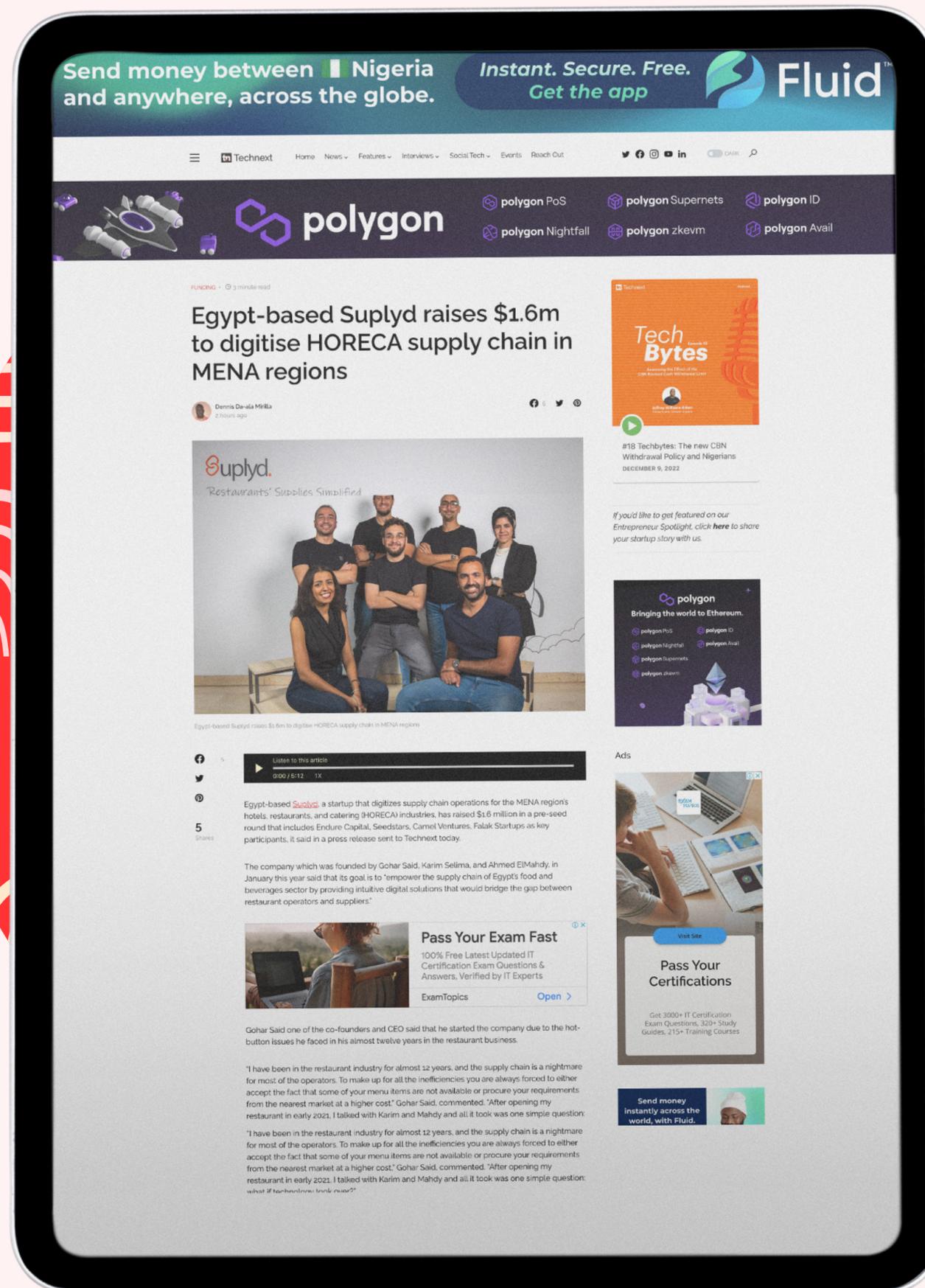
Monthly	Weekly	Daily
\$1800	\$518	\$108

Crypto Roundup Rates

Monthly	Weekly
\$710	\$206



Banner Ads Placement



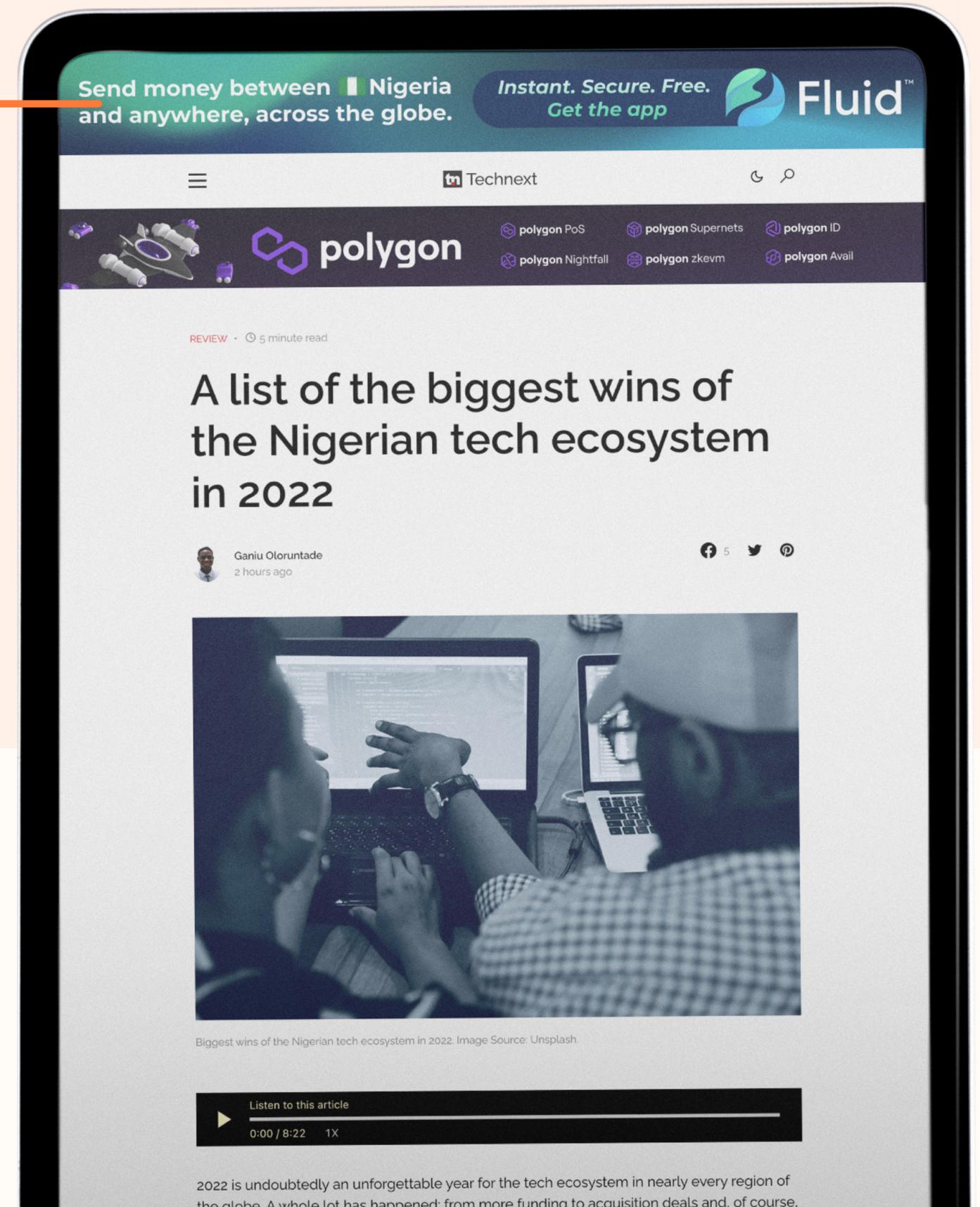
Leaderboard Banner Ads

This banner is displayed at the top of every webpage on the site. Your ad will literally push down everything on the website. Your banner will be the first thing over 105k+ eyeballs will see when they visit.

This is very high-impact advertising for campaigns, event announcements and so much more.

Rate

Monthly	Weekly	Daily
\$1601	\$468	\$107



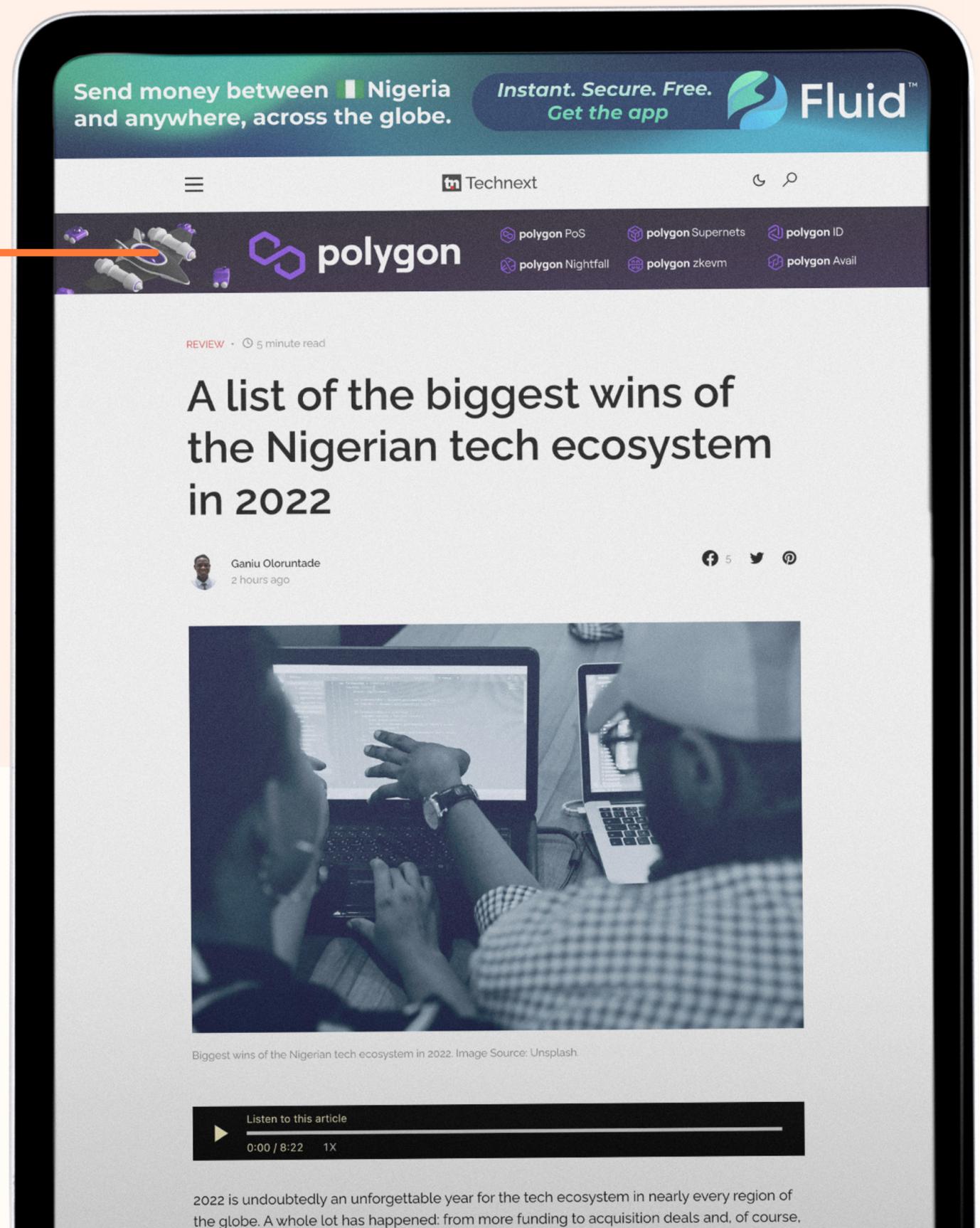
Header Banners Ads

Header banners are similar to leaderboard banners. However, they are smaller in size and rotate with other banners at specified intervals. These banners come right below the menu bar and enjoy almost as much attention as the leaderboard.

This is effective for product/app releases, product unveiling and product features campaigns.

Rate

Monthly	Weekly	Daily
\$1205	\$341	\$80



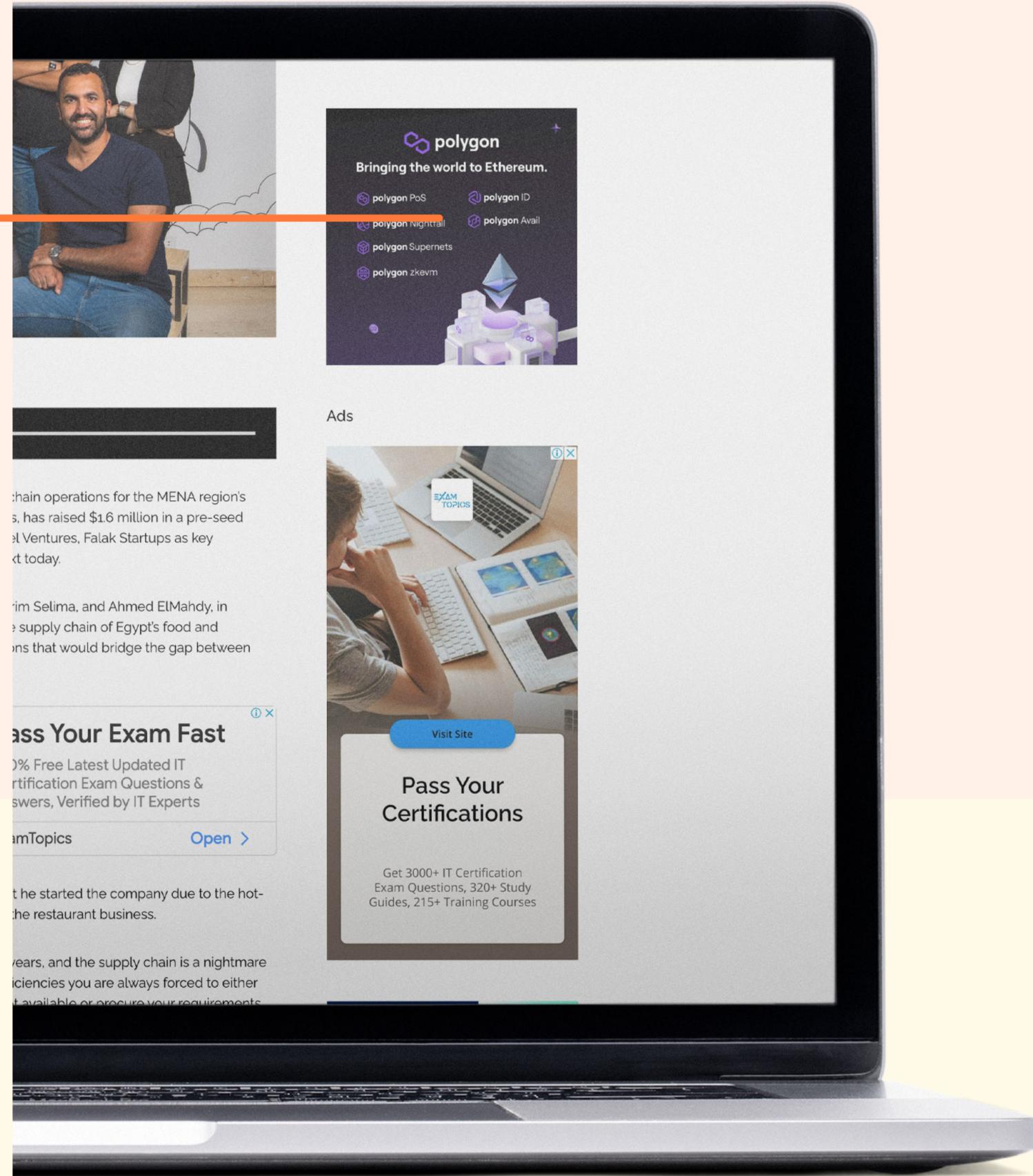
Side Banners Ads

Side banner ads are all advertisement banners showing on either side of our site for an allotted period. They rotate with other banners at the sidebar of every page on the website.

Side banner ads are subtle yet highly effective for medium-impact campaigns. If your goal is to sustain and retain loyalty, try our side banner ads.

Rate

Monthly	Weekly	Daily
\$800	\$233	\$53



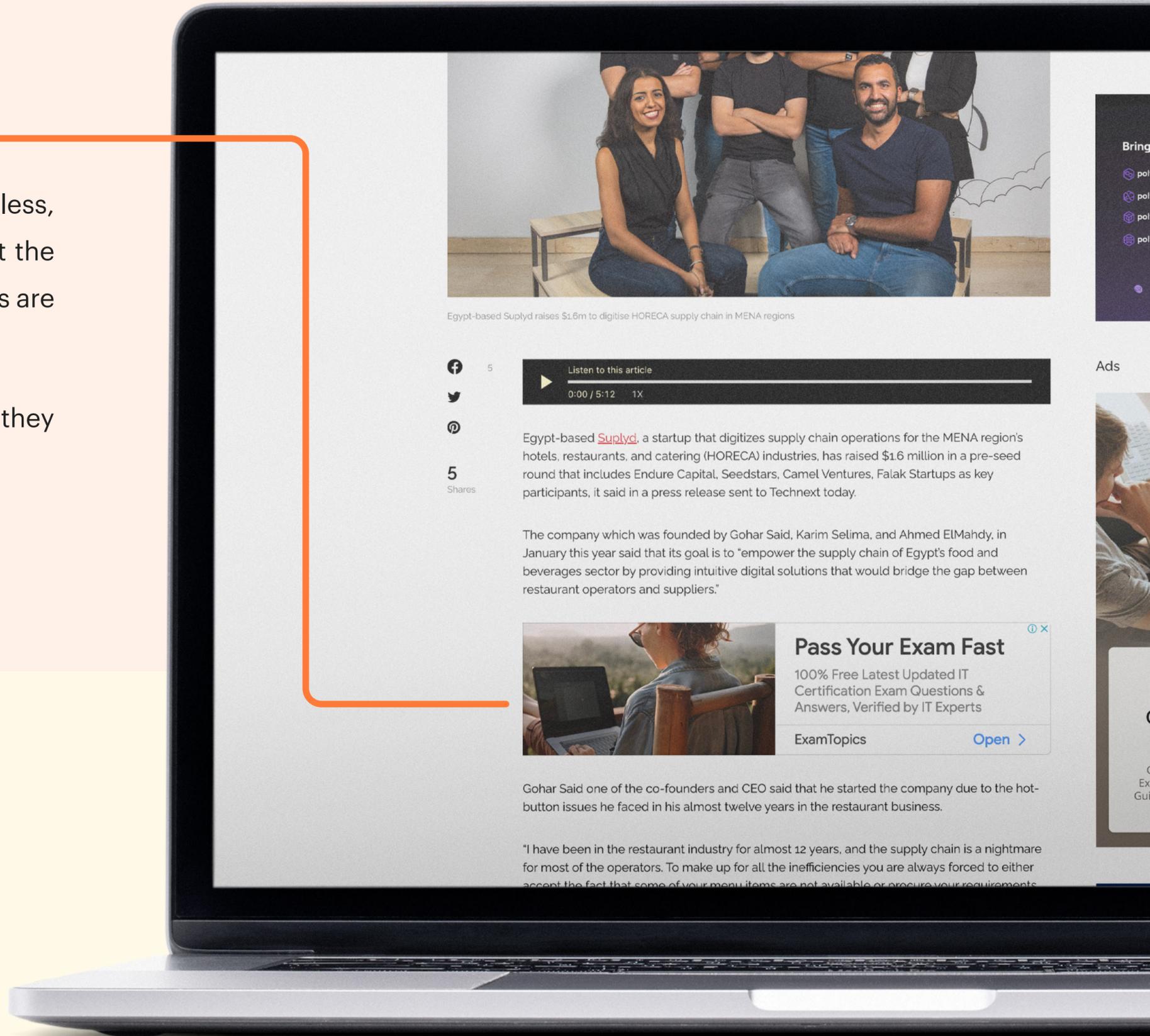
In-post Banners Ads

We don't know why 'admin' priced this ad space for less, this ad shows on every single post. If you want to get the best value for less, then try this ad. In-post banner ads are displayed in between articles on the website.

Because they are within the flow of regular content, they tend to be more effective and interactive.

Rate

Monthly	Weekly	Daily
\$602	\$170	\$44



Live Sessions

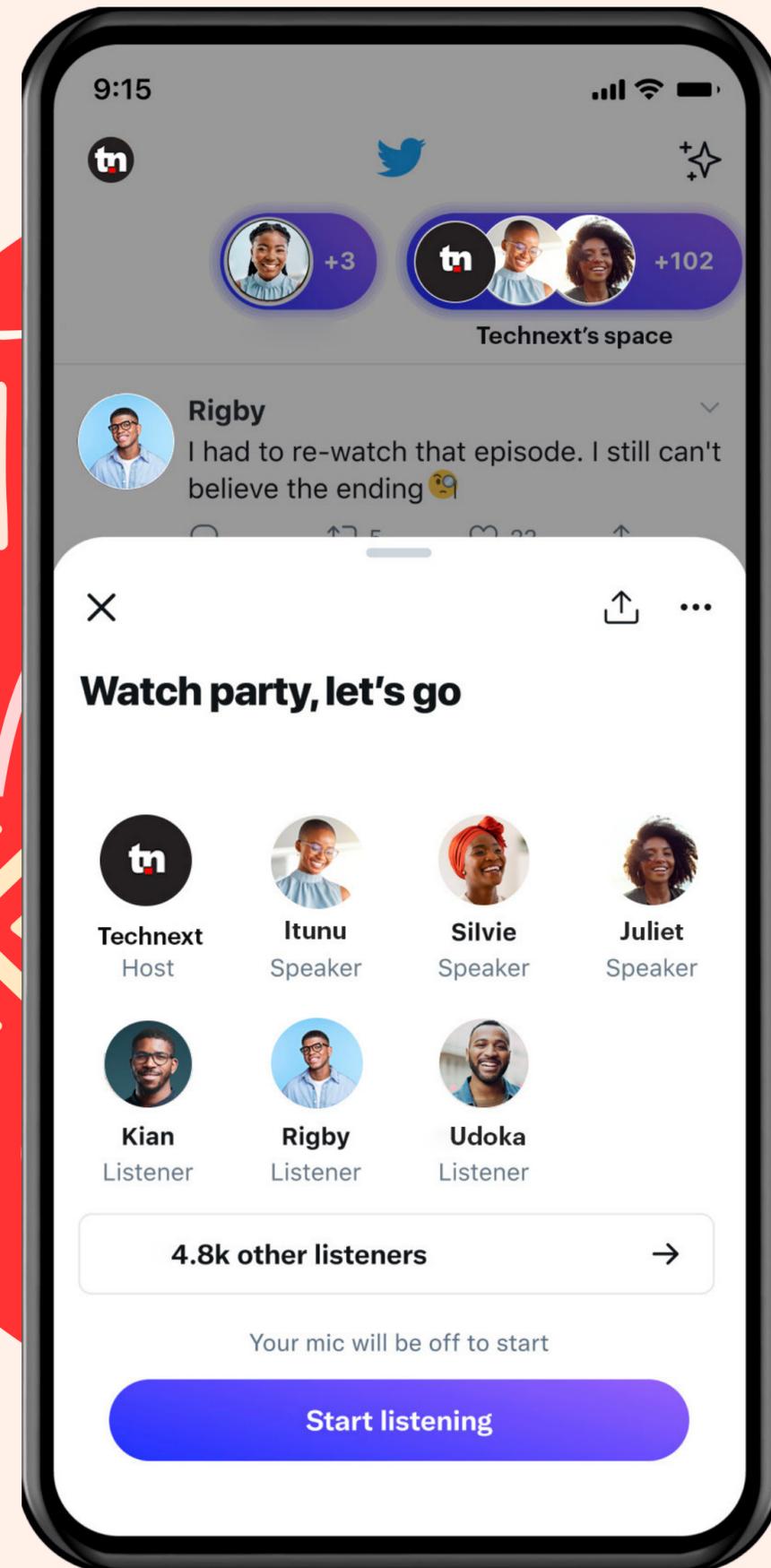
Take your brand to the centre-stage of social conversations. Engage with our over 90k followers by jumping on our live sessions on Facebook and Twitter bespoke Spaces conversation.

The Twitter Spaces session, for instance is an 1-hour audio only conversation session that allows your representative to join other notable speakers on conversation points that have been designed to uniquely highlight your offerings. It will be preceded by an intense pre campaign as well as special influencer feature and audience giveaways.

This is a tested effective way to engage the younger demography as well as gather unfiltered users feedback.

Rate

\$535



Podcast

The Techbytes podcast provides a weekly roundup of important stories in the tech space in Africa and indeed around the world. It also features an interview session with prominent players in the ecosystem

You can take advantage of the 15-minutes interview slot to provide detailed product explainers, key executive media exposure, event announcements as well as offering enunciations.

You can also position your band for exposure with broadcast sponsorships and paid mentions.



Rates

Podcast sponsor

≈ Podcast mention
≈ (3x) + 10 secs jingle play

\$158

Podcast mention

\$53

10 secs podcast Jingle play

\$135

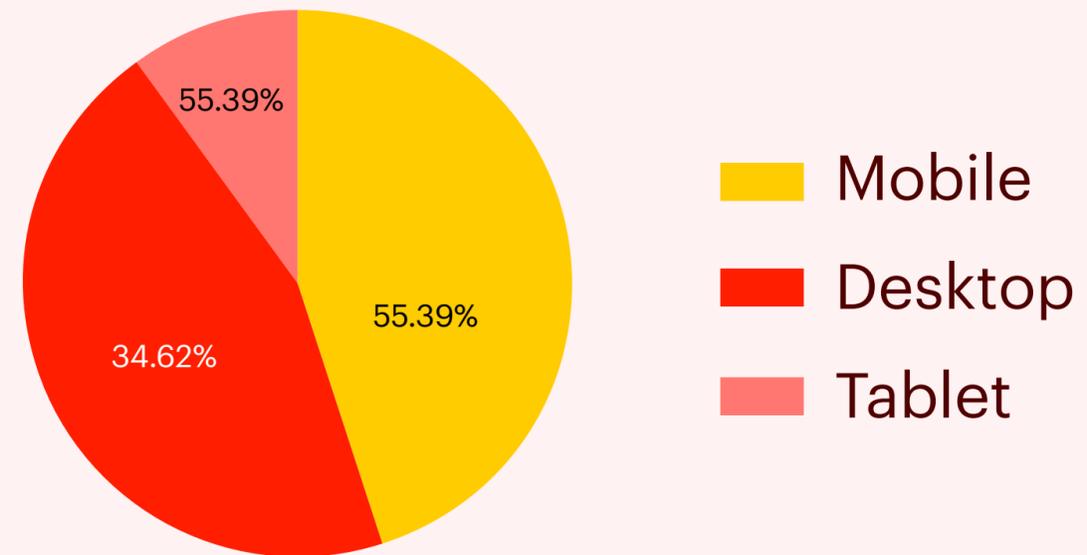
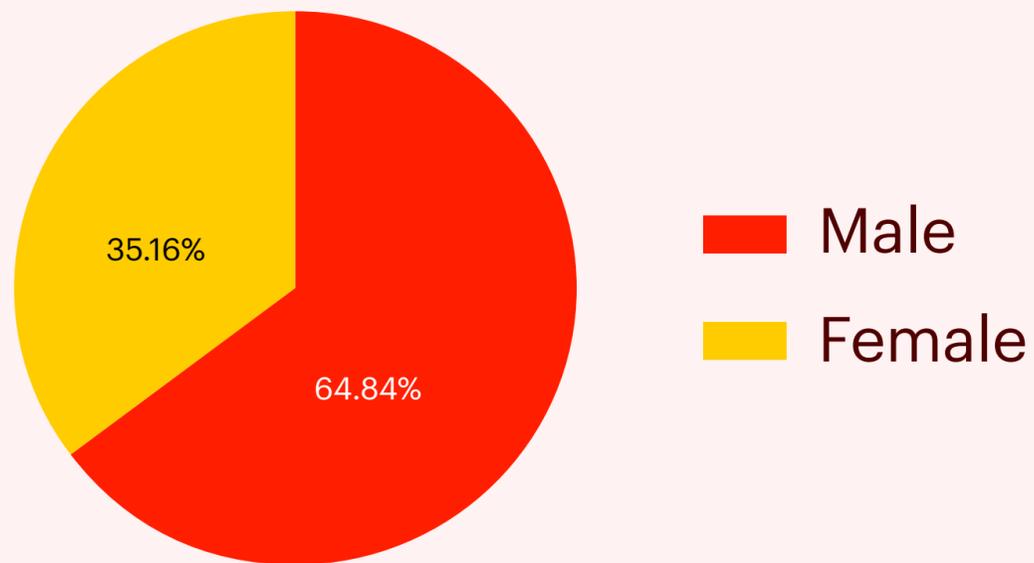
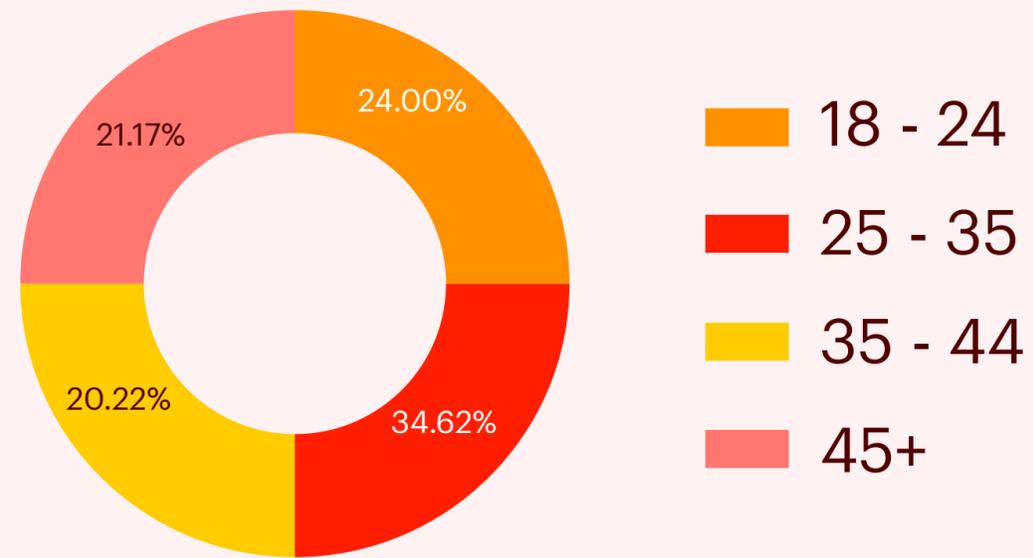
1 Podcast interview

\$215



Audience Information

Although we create with an African slant, Technext audience spread beyond Africa. With Africa leading at 59.02%, followed by Europe at 27.02%, Americas 8.66%, Asia 4.95% and others at 0,34%.



Partnership Offerings

1

Get up to 10% discount on bulk purchase of a minimum of \$1000

2

Get exclusive banner placement in rotation spots at bespoke offers

3

Get headline event sponsorship considerations

4

Get a consistent strategic mention across content verticals and platforms

Get in touch for a bespoke plan and your size-fit budget.

Join Us to Build Africa!

Thank You

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