TheCable

...News and Views Unlimited

advertising opportunities in Nigeria's top-class online newspaper

www.thecable.ng

Who we are...

TheCable 101

THE PUBLISHING COMPANY
Cable Newspaper Ltd

THE NEWSPAPER
The Cable

WEBSITE
www.thecable.ng

THE MANDATE
To deliver knowledge-driven journalism in the pursuit of Nigeria's progress

THE VISION
To become Africa's No. 1 online newspaper - in influence, content and traffic

EDITORIAL FOCUS
Politics and business - and a lot of entertainment, lifesyle and sport

TARGET READERSHIP
Leaders in politics and business - and youths in their millions

EDITORIAL VALUES
Independence
Impartiality
Integrity
Defence of Public Interest
Respect for Diversity

Behind the vision

Simon Kolawole, who served as Editor of THISDAY from 2007-2012, is the Founder and CEO of Cable Newspaper Ltd. He earned a bachelor's degree in Mass Communication from the University of Lagos and a master's degree in Governance and Development from the University of Sussex, UK, as a **British Chevening Scholar**. Kolawole was named among **Africa's next generation of leaders** by *The Banker*, a publication of *Financial Times* of London, in 2009. He was **Mo Ibrahim Fellow** on the Governance for Development in Africa Initiative at the School of Oriental and African Studies, University of London, in 2010. In March 2012, he was named **Young Global Leader** by the World Economic Forum. Kolawole concentrates most of his thoughts on nation-building and its impediments, and has written extensively on governance, conflict and development.

Why online journalism is the real deal...

Online journalism on an upward swing...

Growing IT use: There are over 50 million Nigerians currently using the internet, as well as over 120 million mobile phones. The market is rapidly expanding, with the growing availability of broadband nationwide

New generation: For the youth, the best channel of news delivery is online. That is, fewer words and lots of multimedia content

Instant news: Online publishing provides instant reporting of breaking news, often repeated by the print media the following day. Nobody waits for morning newspapers for news anymore

Instant feedback: Unlike in the print media, readers' reactions can be quickly accommodated

Free information: Information wants to be free and people want free information. A perfect match then, via the internet

On-the-go access: Readers can read stories on websites anywhere they are, as long as there is internet service

TheCable is different, apparently

First and foremost, business and politics. *The Cable* is a top-class online newspaper for decision makers in business and politics. It is primed to be where they go for credible information and quality analyses

Entertainment, lifestyle and sport galore. Our coverage of matters of interests to millions of youths is unmatchable: from entertainment and lifestyle to sport, vacancies, scholarships and fellowships

First-class professionalism. In this age of anything-goes journalism, *TheCable* is a professionally run newspaper. It is not a blog or an aggregator but a classy newspaper produced by those with the professional expertise

Uncompromising independence. We are not a tool in the hands of any political, ethnic, business or religious interests

Plain integrity. We do not engage in threats, intimidation or blackmail
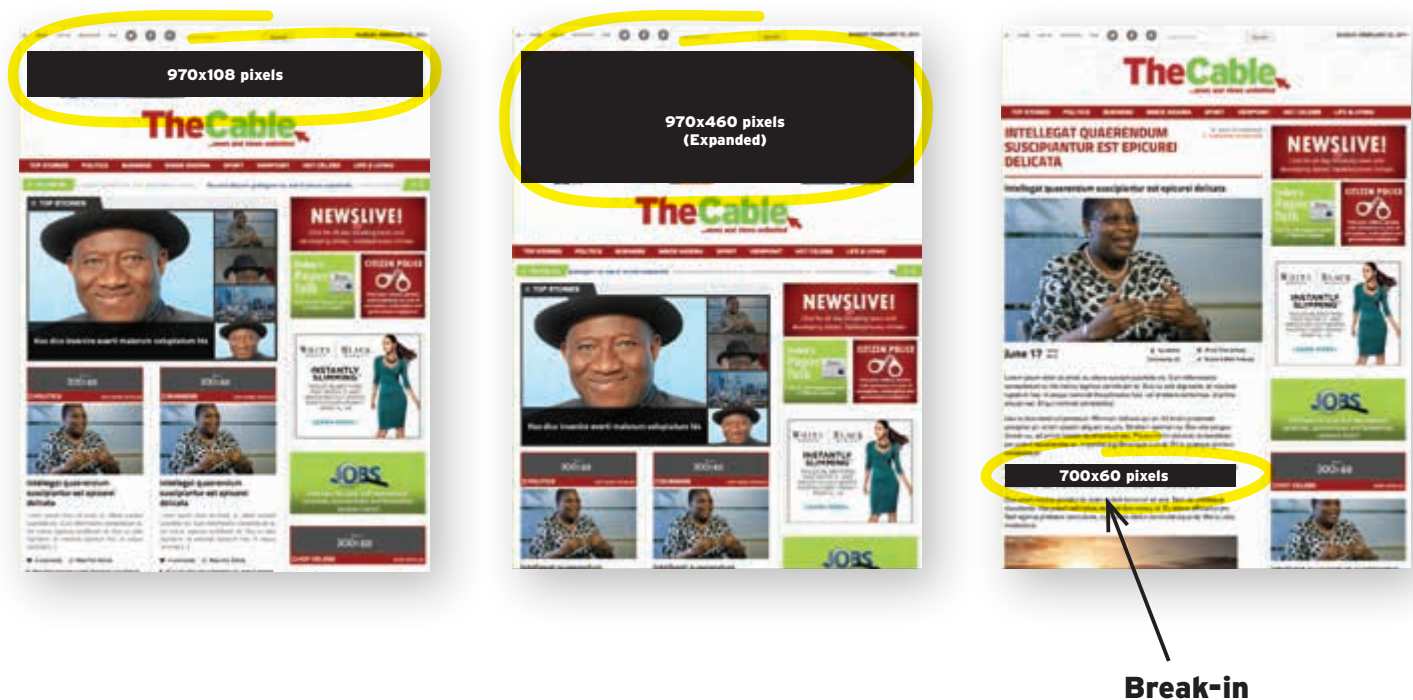
All-day breaking news. An outstanding feature is our live reporting of news and views round the clock. Every minute counts

Moderated Readers' Comments. Readers' comments are moderated and edited. *TheCable* is a platform where only intelligent and edifying comments, devoid of abusive language, are published

970x108 pixels

970x460 pixels (Expanded)

700x60 pixels

Break-in

(i) The Front Page Partnership

- This is the **No. 1** advertising space available in *The Cable*
- It is a **push-down advert** on the home page
- When any user hits the Home Page, the advert will appear above the nameplate
- It first appears as **970 x108px**, end-to-end
- It will immediately expand to **970x460 px**, pushing down all elements below it, including the nameplate, thereby dominating the site and engaging user's attention
- It will then go back to **970x108px**, end-to-end
- The advert will always expand to **970x460 px** on **mouse-over**
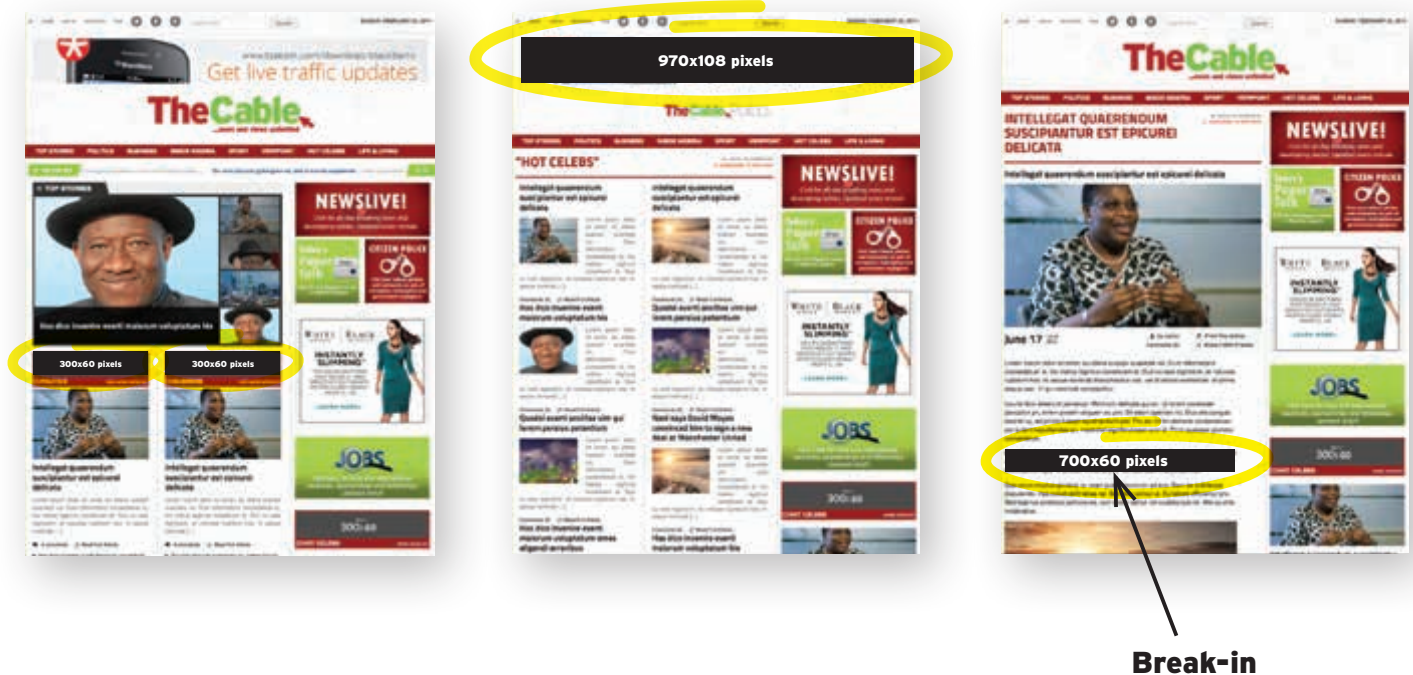
Special Benefits:

- The advert will also appear as a **"break-in" 700x60px** in the middle of all stories in the Top Stories section
  Note: *Top Stories are the most important stories of the day*
- *The Cable* shall regularly tweet information on the partner's activities
- Edited videos of Premium Partner's events will be posted on Home Page on a regular basis
- *My Cable*, the twice-daily e-newsletter of the newspaper, sent to an intial 150,000 email addresses, will be branded in partner's identity

Product: Call
Condition: One-year minimum contract

Break-in

(ii) Prime Sections Partnership

- The **Prime Sections** are *Politics, Business, Sport, Inside Nigeria* and *Entertainment (Hot Celebs)*
- Each section will have an advertising partner
- The advert will appear as **300x60px** on top of the section's button on the Home Page
- It will appear on the Home Page of the sponsored section, above the nameplate
- When a user clicks any story in the section, a big **970x108px** advert will appear on top of the page, from one end to the other
- It will immediately expand to **970x460px**, pushing down all elements below it, including the nameplate, thereby dominating the site and engaging attention
- It will then go back to **970x108px**, end-to-end
- The advert will always expand to **970x460px** on **mouse-over**

Special Benefits:

- The advert will also appear as a **"break-in"** on all stories in the sponsored section. The break-in will be at the middle of the story
- *The Cable* shall regularly tweet information on the partner's activities
- Edited videos of the Prime Section's Partner will be posted on the Home Page at least four times a year

Product: Call
Condition: One-year minimum contract

SPECIAL POSITIONS
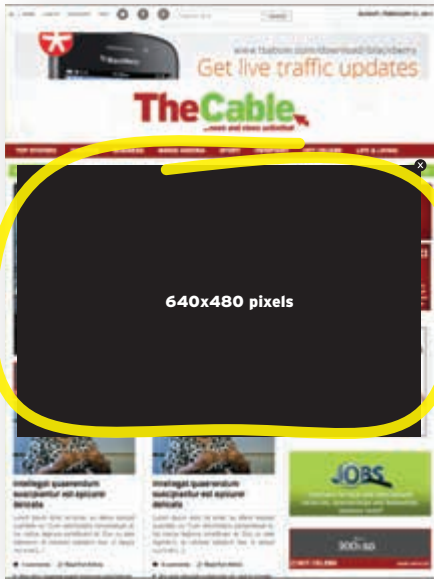
(i)   Pre-Home Page Billboard (Welcome Page)
- Displays just before Home Page
- It is an **interstitial** advert measuring **640x480px**
- First page to be viewed by users
- Offers option to click to go to the advertiser's website or to continue to *thecable.ng*

The Rates
Product: **N750,000** for one week
Political: **N937,500** for one week

(ii)   Pre-Home Page Video (Welcome Page)
- A running video on the first visit, not more than 30sec
- First page to be viewed by users
- Plays just before the Home Page
- Gives the option of "skip" to users

The Rates
Product: **N1m** for one week
Political: **N1.25m** for one week

(iii) Video Companion
- There is a special video section on the Home Page
- The videos are designed to go viral
- Sponsor's logo will appear in all the featured videos

The Rates
Product: **N800,000** for one week
Political: **N1m** for one week

REGULAR ADVERTISING

(i) Leaderboard (May not be available)
- This large banner measures **970x108px**
- It runs at the top of the Home Page, above the nameplate

The Rates
Product: **N2.3m** for one month
Political: **N2.9m** for one month

(ii) Large Rectangle
- The advert measure **300x250px**
- It displays on the right column of the Home Page
- It also displays on all navigation pages

The Rates
Product: **N1,050,000** for one month
Political: **N1,312,500** for one month

(iii) Half Page
- The advert measures **300x920px**
- It displays on the right column of the Home Page
- It also displays on all navigation pages
- It is very prominent and engaging

The Rates
Product: **N2m** for one month
Political: **N2.25m** for one month

(iv) Advertorials
- Advertorial will be run as text, jpeg or pdf
- It will be on the Home Page
- Only titles/headlines will show on the Home Page, with **ADVERTORIAL** as prefix
- On click, the advertorial will appear as text, jpeg or pdf

The Rates
Product: **N200,000** for one day
Political: **N250,000** for one day

REGULAR ADVERTISING

(v) Platinum Middle Banner
- The advert measures **970x150 pixels**
- It displays across two columns just below the two top sections (*Politics and Business*)

The Rates
Product: **N1.1m** for one month
Political: **N1,175,000** for one month

(vi) Gold Middle Banner
- The advert measures **970x150 pixels**
- It displays across two columns just below *Inside Nigeria and Sport*

The Rates
Product: **N700,000** for one month
Political: **N875,000** for one month

Platinum Middle Banner

Gold Middle Banner

ONLINE APPEARANCE GUIDELINES

Animation

- Within ad units defined by fixed in-page dimensions (like banners) uninitiated animation of any form can run for a maximum of 30 seconds without being re-initiated by the user through a clearly labeled interaction with the ad. This includes animations, such as flashing 'click here' buttons and small icons.

- Once re-initiated, there must be a clear way to stop any in-unit animation that runs for longer than 30 seconds.

- Animation spawned from a fixed dimension ad unit must follow the rules for overlay ads, with that portion of the ad appearing for a maximum of 10 seconds with a clear 'close' button in close proximity to the animation.

- There are no animation limits for pop-up and pop-under ads. Animation limits for overlay and full page interstitial ads are defined by their display time limits.

Display Time Limits

- Full page interstitial ads that appear between pages can appear for a maximum of 15 seconds and must close automatically after that. Such ads must include a 'skip' or 'close' button as well. Refer to ad specs for Interstitial ads for detailed guidelines for button inclusion for the various types of interstitial ads.

- Ads that partially overlay page content (such as Eyeblasters) can appear for a maximum of 10 seconds and must close automatically after that. Such ads must include a 'close' button as well.

- Ads appearing within a pop-up or pop-under window do not have display limits but must follow the guidelines below for close buttons.

Close Buttons

- Any ad or portion of an ad that appears outside of the confines of a fixed in-page ad space must include a prominent close button. This applies to pop-up and pop-under windows, free-form ads that overlay the page, interstitial ads that appear between pages, and fixed in-page ads that spawn a free-form overlay upon a mouse-over or click interaction.

- For pop-up and pop-under ads, the corner X of the ad window is acceptable.

- For ads that overlay the page, a clear 'close' or 'click here to close' button must be included in close proximity to the overlay portion of the ad. An 'X' within the ad is not acceptable. The ad must automatically close after a maximum of 10 seconds.

- For interstitial ads, a clear 'skip' or 'close' button must be included in the upper right quadrant of the ad as the skip functionality will be added. The ad will automatically redirect after a maximum of 15 seconds.

- Fixed in-page ad units that expand upon a mouse-over but do not contract back into the confines of the fixed in-page ad space when the user's mouse leaves the ad must include a close button in close proximity to the expanded portion of the ad. The expanded portion of the ad must close automatically after a maximum of 10 seconds.

REGULAR ADVERTISING

Sound

- Sound effects of less than 1 second (such as a 'beep') are acceptable without user initiation. Thecable.ng reserves the right to prohibit such sound if deemed too intrusive.

- Any audio that lasts over 1 second in length must be initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'roll over for sound', 'sound on', or with appropriate icons such as a G clef or speaker. Once initiated, there must be a clear way to turn off the sound with an area of the ad labeled with 'mouse over to turn off audio', 'sound off', or an appropriate icon.

Frequency Caps

- Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content. This includes pop-ups, pop-unders, full page interstitials and free-form overlays such as Eyeblasters. These frequency caps may vary by section.

- Frequency caps can also be applied to campaigns at advertiser request, on either a session, hourly or lifetime of campaign basis. A maximum of one type of cap (session/hourly/lifetime) will be applied per campaign.

- All campaign level frequency caps must be set through the Thecable.ng ad server. They cannot be set through third party servers.

Clicking to Other Web Sites

- All click interactions that initiate the load of a new web page must open that web page in a new browser window.

- A click-thru can launch only one new browser window.

- Any click-thru included with an ad must take users to the web site of the advertiser who purchased the ad space unless the advertiser has provided written permission from another site to link to them with their advertising.

- Mouse-over interaction cannot link a user to a new Web site.

- Within a pop-up or pop-under ad window a mouse-over can link users to a new web site within the same window that the pop-up/under appears in.

Deceptive Functionality

- All functionality visually indicated within ads must be working and not designed to deceive.

- Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.

- 'Close' or 'Skip' buttons must function as labeled and cannot link users to a new web site.

Creative Submission

- All ads, including ads running through third party code, must be submitted to *TheCable.ng* for approval.

- Third party servers should contact Thecable.ng at least 1 business day before rotating new ads into an existing ad campaign and provide those news ads for review.

- Ads for new campaigns or mid-campaign changes that require new ads to be uploaded into Thecable.ng ad server should be provided for testing & review according to normal lead time requirements: 3 business days for standard ads and 5 business days for rich media.

ONLINE APPEARANCE GUIDELINES
Content Guidelines

1. **General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations.** Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.

2. **Offensive to Good Taste** - Indecent, vulgar, suggestive or other advertising that, in the opinion of The Cable on the Web, may be offensive to good taste.

3. **Discrimination Advertisements** that fail to comply with the express requirements of federal and state laws.

4. **Investments Advertisements** that do not comply with applicable federal, state and local laws and regulations.

5. **Political advertisements** that do not identify the paid sponsor in every frame of the ad will not be accepted.

6. **Tobacco Advertisements** for cigarettes and other tobacco products.

7. **Occult Pursuits Advertisements** for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.

8. **Endangered Species Advertisements** offering furs or products made from the furs or hides of animals included on government endangered species lists.

9. **Online Gaming Advertisements** promoting online gaming or wagering sites.

10. **Advertisements that, in our opinion, simulate *TheCable.ng* web pages** and/ or The Cables news or editorial matter or that may be confused with our web pages and/or news or editorial matter are unacceptable.

ONLINE TECHNICAL SPECIFICATIONS

1. **All ads should be coded** so that click-through launch a new browser window using target="_blank".

2. **HTML Formatting:**
    - Code should be submitted without HTML, TITLE, HEAD or BODY tags
    - All HTML attributes must be properly double-quoted
    - All tags should be correctly nested
    - Nested tables should be no more than four levels deep
    - All form METHOD attributes must be set to "GET", not "POST"
    - There is no capability to track clicks through forms

3. **Flash Specifications:**
    - All locally served Flash ads need to have a clicktag encoded rather than a hard coded click-thru command. The following code needs to be manually added to the .SWF file before the Ad is sent to *TheCable*. Code must be added to the timeline (not directly on the button or MovieClip!):

    - Example for Actionscript 1.0 & 2.0:
      ```
      myButton.onRelease = function() {
      getURL(clicktag,"_blank");
      }
      ```

    - Example code for Actionscript 3.0:
      ```
      myButtonaddEventListener(MouseEvent.CLICK,
      handleClick);
      function handleClick(e:MouseEvent):void{
          var req:URLRequest = newURLRequest(root.
          loaderInfo.parameters.clicktag);
          navigateToURL(req,"_blank");
      }
      ```

    - Please be sure that the clickable button or movieClip has an instance name (ex: "myButton")

thecable.ng accepts Flash Versions 7 and above. As these are case sensitive when exporting into these versions make sure "clicktag" is all lowercase.
- A default gif must be submitted for visitors without Flash or JavaScript

- Client must submit both .SWF and .FLA files. If modifications to the .FLA are necessary, we will ask that you either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.

4. **No ad can prompt the download of a plug-in,** and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

5. **All Expandable ads MUST be third party served.**

ADVERTISING DIMENSIONS

Billboard
Regular: 957 x 108
Expanded: 957 x 320

Rectangular Banner
Regular: 300x250

Filmstrip (skyscraper)
Regular: 300 x 600

Article Banner
Regular: 300 x 60

Middle Banner
Regular: 600 x 90

Image File Size (PNG/GIF/JPG)
Normal: 60k
Polite: 100k

Animations (SWF/GIF)
For Billboards: 7 seconds on auto expanded
(30 secs on re-expand)
Others: Up to 30 seconds

Video File For Streaming (MP4)
Regular: 1.5MB

Click and you shall find!