

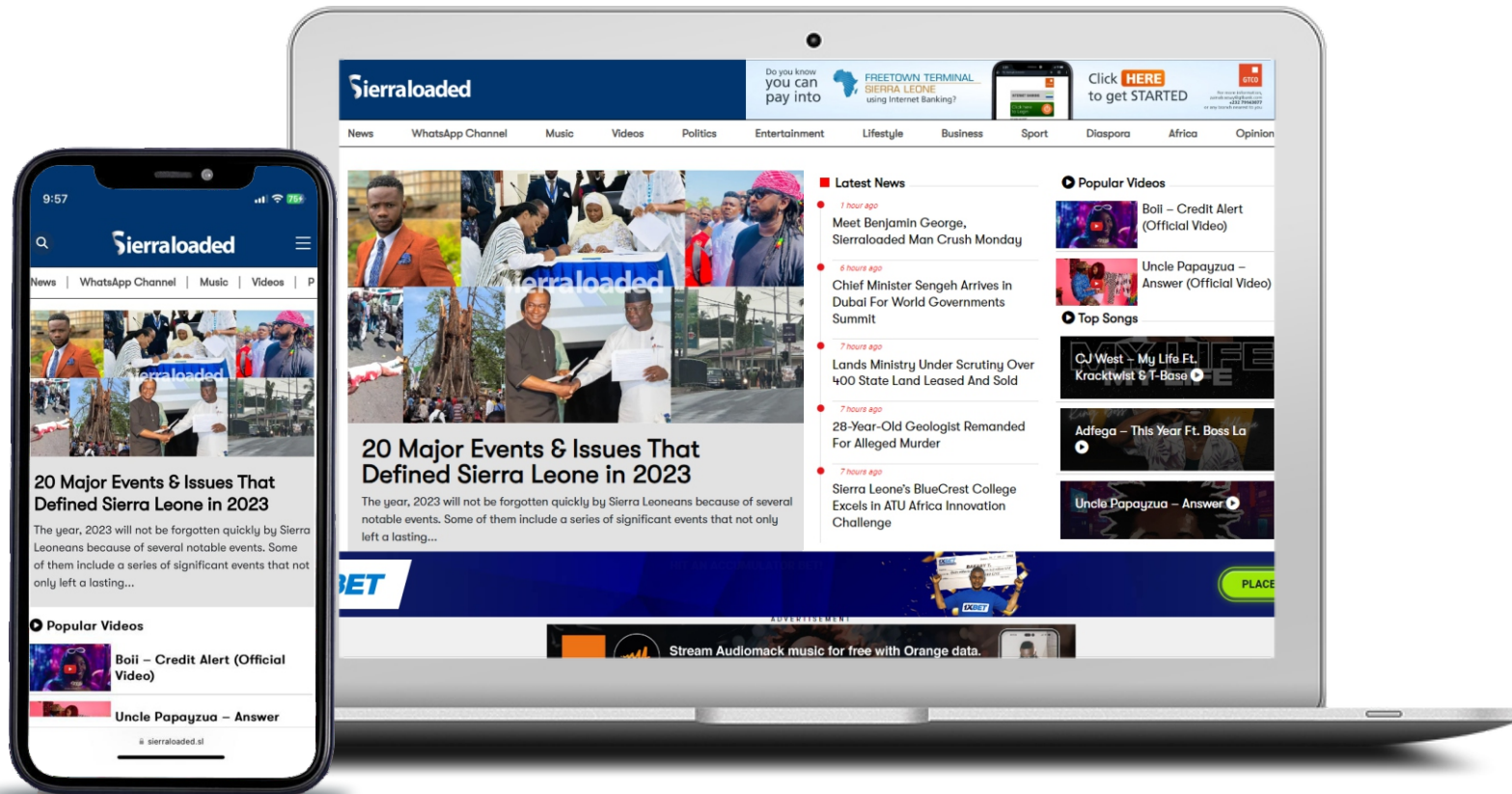
# Sierraloaded

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## Media Kit

JANUARY - DECEMBER, 2024

# WE ARE SIERRA LEONE'S N°1 ONLINE NEWS AND ENTERTAINMENT PLATFORM

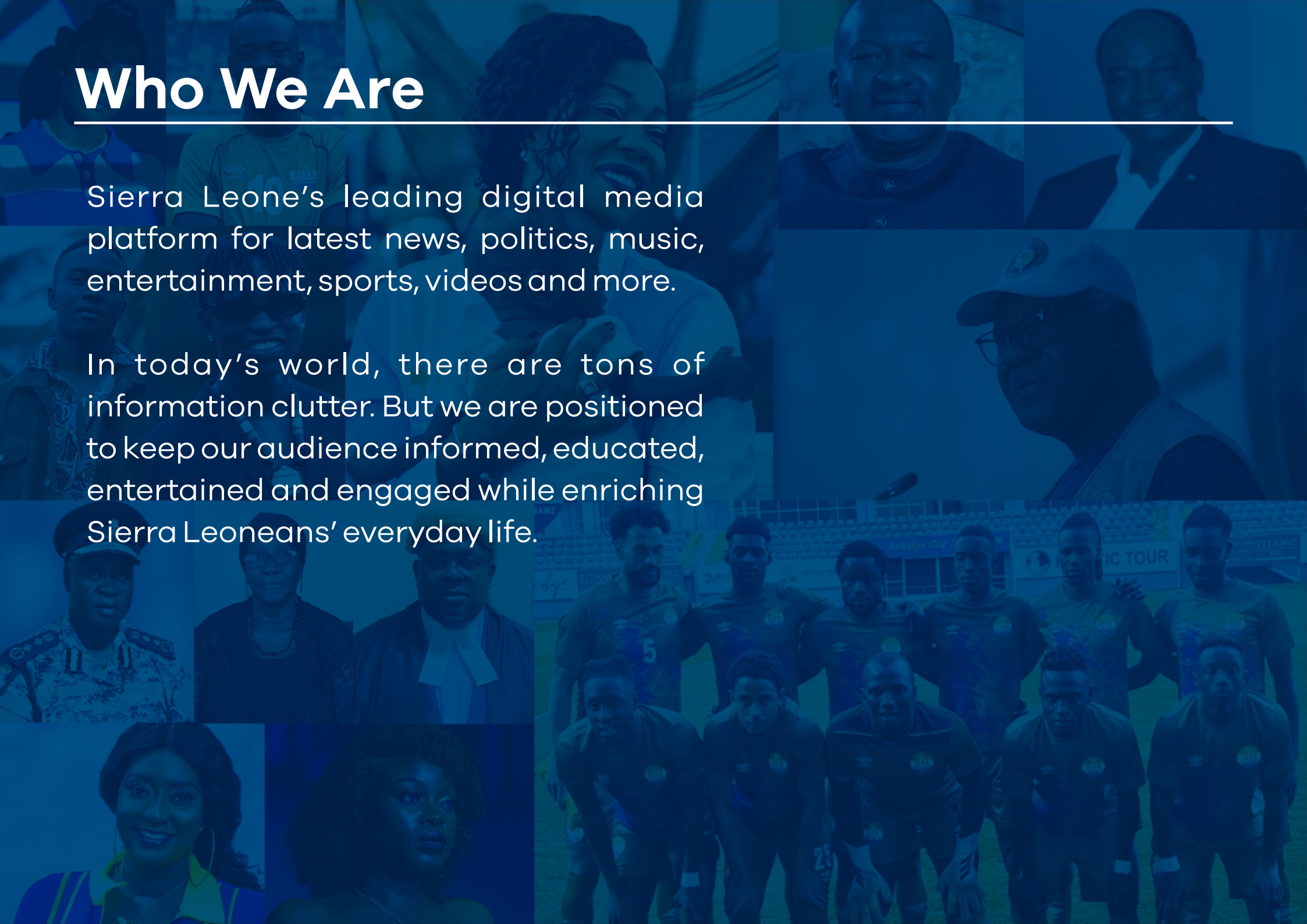


# Who We Are

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Sierra Leone's leading digital media platform for latest news, politics, music, entertainment, sports, videos and more.

In today's world, there are tons of information clutter. But we are positioned to keep our audience informed, educated, entertained and engaged while enriching Sierra Leoneans' everyday life.



# What Stands Us Out

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## 1. Creativity

We're passionate about positively connecting with the rapidly evolving Sierra Leonean audience and experts at using digital channels to drive impact.

## 2. Expertise

We apply cutting-edge technology to create the newsfeed based on people's preferences and to improve the site speed.

## 3. Professionalism

Our editorial team works to continually improve our audience experience by analyzing their content preferences and crafting the best stories for their needs.

## 4. Team Work

Our team works passionately and puts our audience first by creating relevant content and using multiple distribution channels.

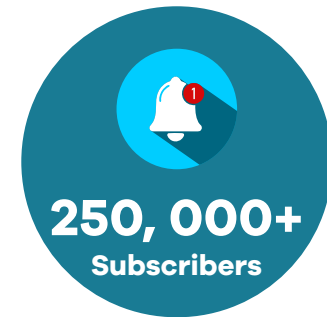
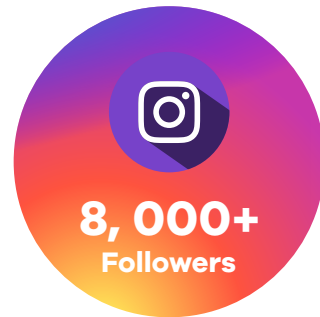
## 5. Purpose

We cover the most trending and significant topics with an emphasis on local news to enrich Sierra Leoneans' everyday life.



# We Are Everywhere!

We care about the convenience of our users,  
that is why we share our content through all possible platforms.



# Audience and Statistics



USERS

**5 Million+**



SESSIONS

**27 Million+**



PAGE VIEWS

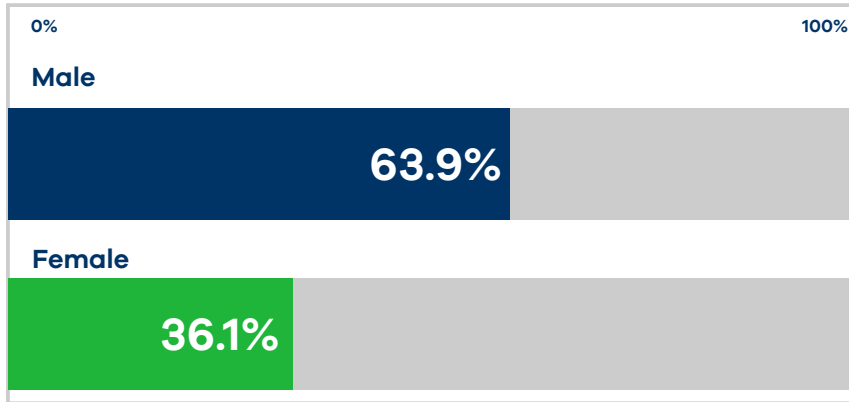
**90 Million+**

Our Audience cuts across 161 countries. The top 10 countries are Sierra Leone, United States, United Kingdom, Netherlands, Liberia, Germany, Ghana, Guinea, Gambia, and Nigeria.



# Audience and Statistics

## Gender



## Devices

### Mobile Traffic



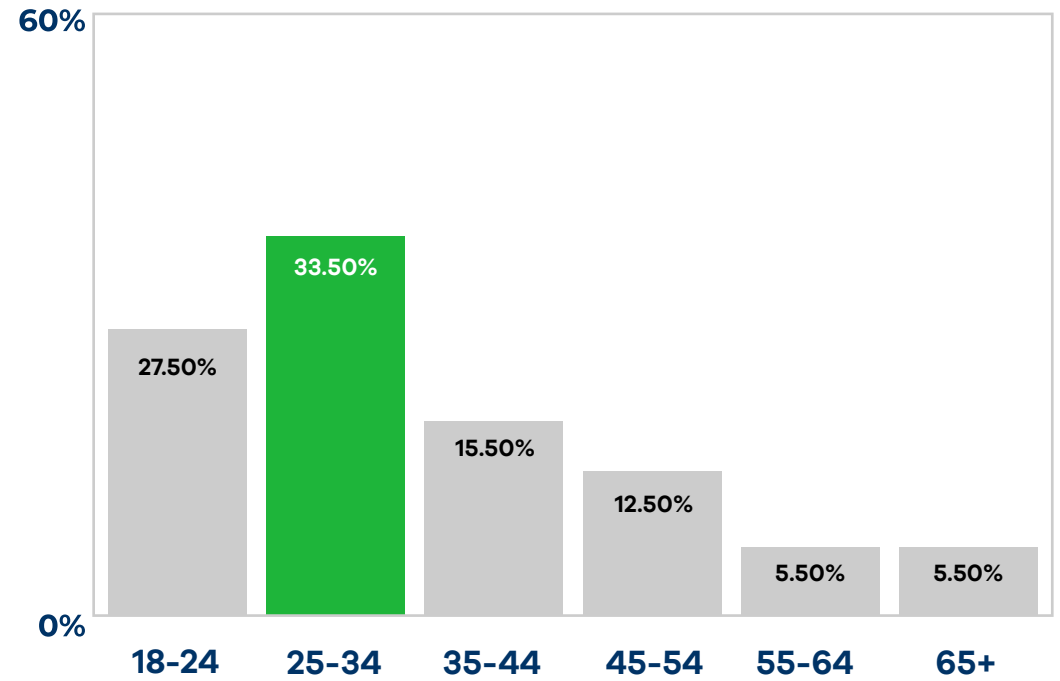
### Desktop Traffic



### Tablet Traffic



## Age



# Sierraloaded Website Stats (MAY 1, 2021 - SEPT. 30, 2023)

All Users  
100.00% Users

May 1, 2021 - Sep 30, 2023

## Overview

Users

100,000



Users

4,251,881



New Users

4,377,352



Sessions

27,004,916



Number of Sessions per User

6.35



Pageviews

82,779,392



Pages / Session

3.07



Avg. Session Duration

00:02:06

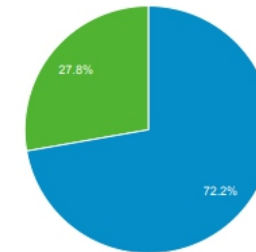


Bounce Rate

4.02%



New Visitor Returning Visitor



Language

Language	Users	% Users
1. en-us	2,597,792	59.59%
2. en-gb	1,312,307	30.10%
3. en	183,280	4.20%
4. en-sl	51,105	1.17%
5. en-ca	44,335	1.02%
6. en-au	35,588	0.82%
7. (not set)	25,821	0.59%
8. fr-fr	18,828	0.43%
9. de-de	6,385	0.15%
10. en-za	6,177	0.14%

For up-to-date statistics, please visit <https://sierraloaded.sl/stats>



# Why You Should Advertise With Sierraloaded



## Biggest Digital Publisher in Sierra Leone

With over 300,000+ visitors per month, Sierraloaded has evolved to become one of Sierra Leone's most widely accessed websites.



## Innovation

We apply unique formats of promotion and are ready to experiment by using native advertising, rich media and other interactive tools.



## Analytics

We analyze our content and advertising campaigns in the real-time to make data-driven decisions.



## Transparency

We treat our clients with respect and honesty in payments and reporting.



## Most Visited Local Website in Sierra Leone

According to Semrush, Sierraloaded is ranked among the Top 5 most visited websites in Sierra Leone alongside Facebook, Google, and YouTube. This puts us at the forefront of digital publishing in Sierra Leone.



## Competency

The Sierraloaded team is equipped with competent hands having requisite experience to bring your marketing and public relations goals into reality.

# Advertising Solutions

Your brand can advertise on our platform in the following ways:

## Sponsored Contents

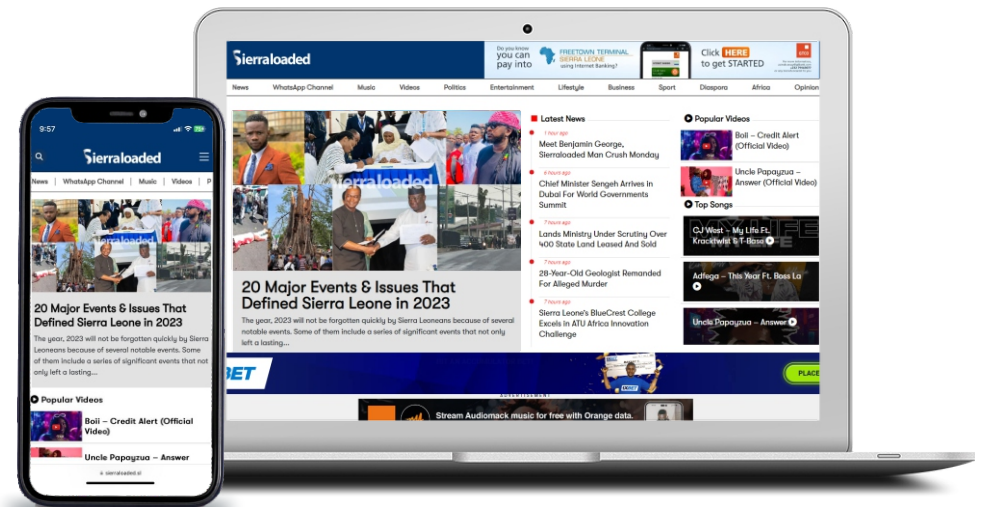
Whether you are a brand, individual or fast rising celebrity, we will create and publish a unique content to solve your brand tasks. We also accept press releases, text and photo written contents supplied by an advertiser. Articles can also be written by our team of professional content writers and editors.

## Native Banners

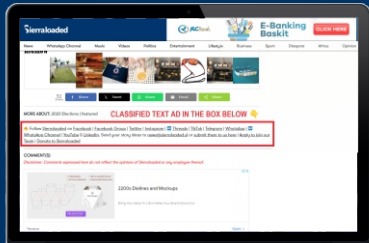
Choose display formats to support brand awareness and brand image. Sufficient volume of your campaign will ensure break through the advertising clutter and win in your category's Top of Mind Awareness (TOMA).

## Social Media Branded Posts

Publish a branded post on Sierraloading social media platforms to engage the audience with outstanding content, relevant and close to your brand.

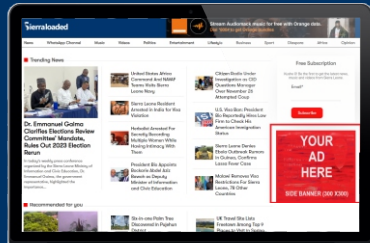


# Desktop Banners



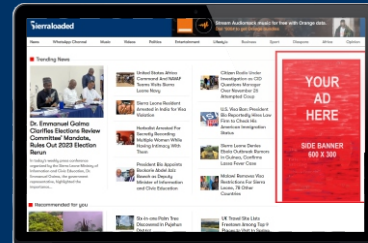
## Classified Text Ad

Displays on Mobile & Desktop



## Side Banner

Displays on Mobile & Desktop  
300x300 px (Square)



## Side Banner

Displays on Mobile & Desktop  
600 x 300 px



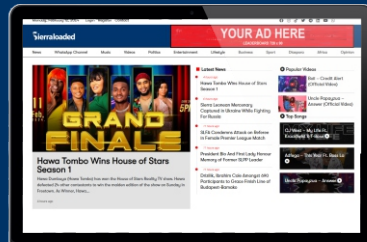
## In Article

Displays on Desktop Only  
970x250 px



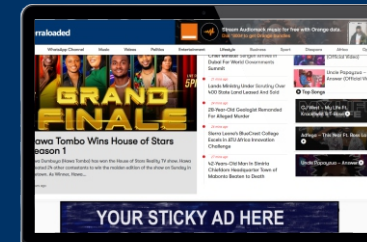
## In Article

Displays on Desktop Only  
1200x628 px



## Leaderboard

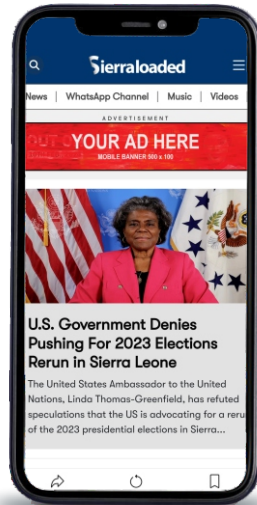
Displays on Desktop Only  
728x90 px



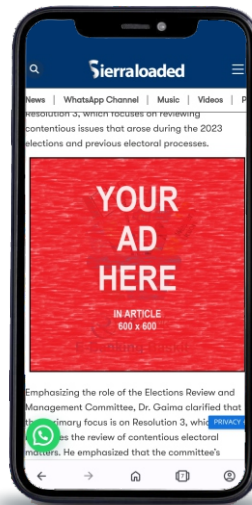
## Sticky Footer Ad

Displays on Mobile & Desktop  
Catfish Ad

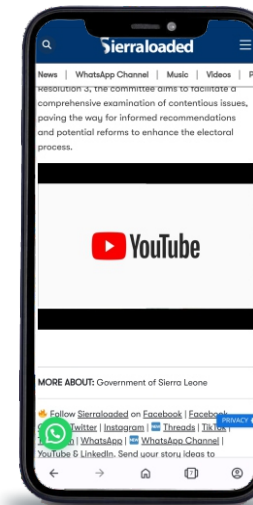
# Mobile Banners



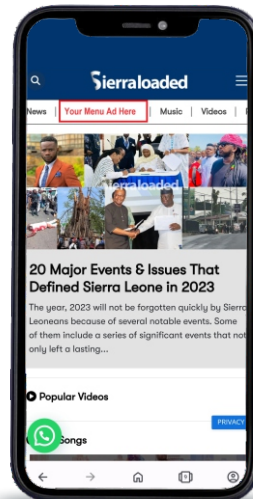
**Mobile Banner**  
*Displays on Mobile Only*  
500x100 px



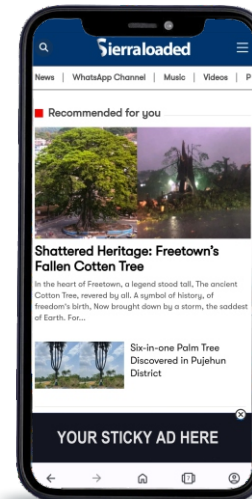
**In-Article**  
*Displays on Mobile Only*  
600x600 px (Square)



**YouTube Video Ad**  
*Displays on Mobile and Desktop*



**Menu Ad**  
*Displays on Mobile and Desktop*



**Sticky Footer Ad**  
*Displays on Mobile and Desktop*  
(Catfish Ad)

# Sponsored Content

Content Type	Price (New Leone)	Price (USD)
Press Release/Stories	1, 200	50
Press Release/Stories <i>(Written by our team)</i>	1, 500	70
Feature Articles	1, 800	80
Feature Articles <i>(Written by our team)</i>	2, 500	100
Event Coverage	Cost of Content + 350 (within Freetown) or 550 (outside Freetown)	-

## NOTE

1. Sponsored content can be created by your brand which Sierraloaded publishes on its platform.
2. Sierraloaded can also write your brand press articles. Aside from the rate, the brand will incur additional costs arising from writing your press articles e.g. transportation.
3. Press releases are limited to 800 words and any three multimedia content (images, video, audio). One of the images should preferably not contain text, for featured image purposes.
4. Articles or Interviews longer than 800 words will be treated as feature articles.
5. Feature articles can contain up to ten (10) multimedia content (images, video, audio).

# Native Banners

Slot Name	Size (Pixels)	Display	Price (SLL)		
			Standard	Premium	Priority
Menu Ad	Text	Mobile & Desktop	-	-	500
Classified Text Ads	Text	Mobile & Desktop	250	750	1,750
Leaderboard	728x90	Desktop only	150	450	1,050
Side Banner	300 x 300	Mobile & Desktop	250	750	1,750
	600 x 300	Mobile & Desktop	300	900	2,100
Mobile Banner	500 x 100	Mobile Only	500	1,500	3,500
In-Article Ad	970 x 250	Desktop Only	150	450	1,050
	1200 x 628	Desktop Only	200	600	1,400
In-Article Ad	500 x 100	Mobile Only	250	750	1,750
	600 x 600	Mobile Only	300	900	2,100
YouTube Ad	Responsive	Mobile & Desktop	500	1,500	3,500
Sticky Footer Ad (Catfish Ad)	728x90	Mobile & Desktop	1,000	3,000	7,000

## NOTE

- All banner adverts are billed per week (7 days) and subject to availability.
- Banner adverts rates in USD (\$) available on request.

## STANDARD

Your banner/advert will be rotated with a maximum of ten (10) other adverts.

## PREMIUM

Banner/advert will be rotated with one (1) advert only.

## PRIORITY

The banner will be fixed with no rotation.

# Social Media Branded Post

Slot Name	Qty	Price (SLL)	Price (USD)
Facebook Post	1	100	5
Twitter (X) Post	1	50	2.5
Instagram Post	1	100	5
Push Notification	1	200	10
YouTube Post	1	200	10
Telegram Post	1	50	2.5
TikTok Post	1	50	2.5
Threads Post	1	50	2.5
WhatsApp Broadcast (Group & Channel)	1	500	25
All Social Media Posts	1	800	40

## GENERAL NOTE:

1. We will reject Ads that we consider to be ethically or morally questionable in one way or the other. Every Ad to be placed on Sierraloaded is subject to critical scrutiny and approval from our advertising team before going live.
2. Menu Ads text must be below twenty (20) characters
3. Banner Ads can be animated (GIF) or static (JPG) images
4. The advertiser must design all banner ads. However, we can design the same at an added cost.
5. Political content/Ads attract a 50% surcharge.
6. Sponsored content and Native Banners come with a free social media sponsored post.

# Other Services We Offer

Sierraloaded is a 360° digital & innovative company. Explore other services offered under our brand name.



## DIGITAL MARKETING

GRAPHICS DESIGN

SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA ADS  
& PROMOTION

GOOGLE ADVERTISING

WEBSITE DESIGN &  
MANAGEMENT

MOBILE APP DESIGN  
& MANAGEMENT

SEARCH ENGINE OPTIMIZATION  
& MARKETING



## PUBLIC RELATIONS

CONTENT WRITING

BRAND CONSULTANCY  
& CONSUMER PR

CREATIVE THINKING AND  
IDEATION

TALENT MANAGEMENT

MEDIA MONITORING

EVENT SUPPORT AND  
AMPLIFICATION

INFLUENCER MANAGEMENT



## SIERRALOADED STUDIO

PHOTOGRAPHY

CREATIVE DESIGNS

CREATIVE VIDEO AND  
AUDIO PRODUCTION

EVENT COVERAGE &  
LIVESTREAM

FULLY EQUIPPED  
PHOTOGRAPHY, SOUND  
AND TELEVISION STUDIO



## PRINTING PRESS

BOOKS & GENERAL  
PRINTING

PROMOTIONAL ITEMS

SOUVENIRS AND  
MARKETING ITEMS

OFFICE BRANDING ITEMS

OUTDOOR SIGNAGE



# Brands Who Trust Us



Orange



NP



GT Bank



Rokel Commercial Bank



Elephant Bet

Elephant Bet



Afro International



Ministry of Basic, Senior & Secondary Education (MBSSE)



1X Bet



UNESCO

THANK  
YOU

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