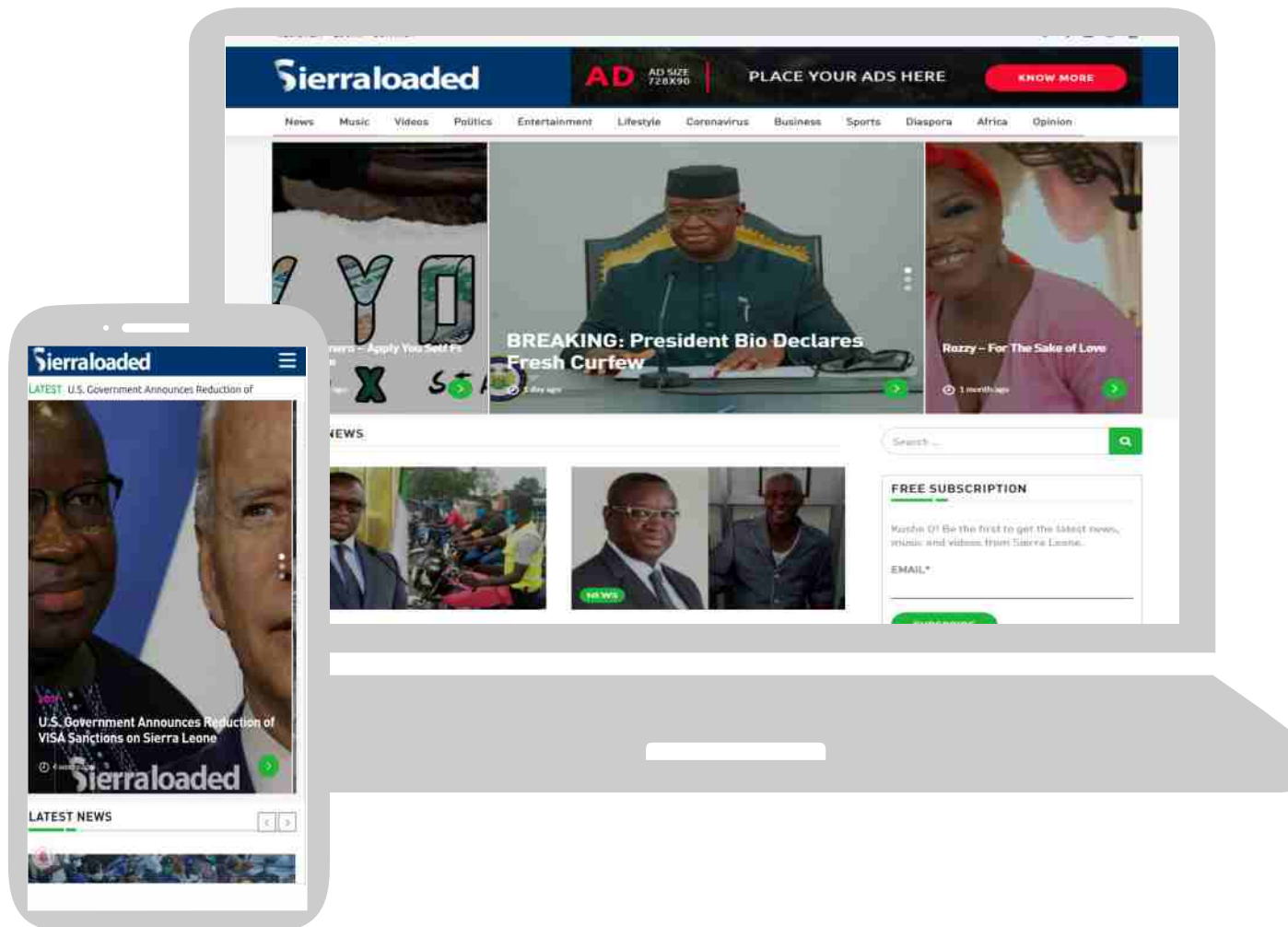


WE ARE **SIERRA LEONE'S N°1** ONLINE NEWS AND ENTERTAINMENT PLATFORM

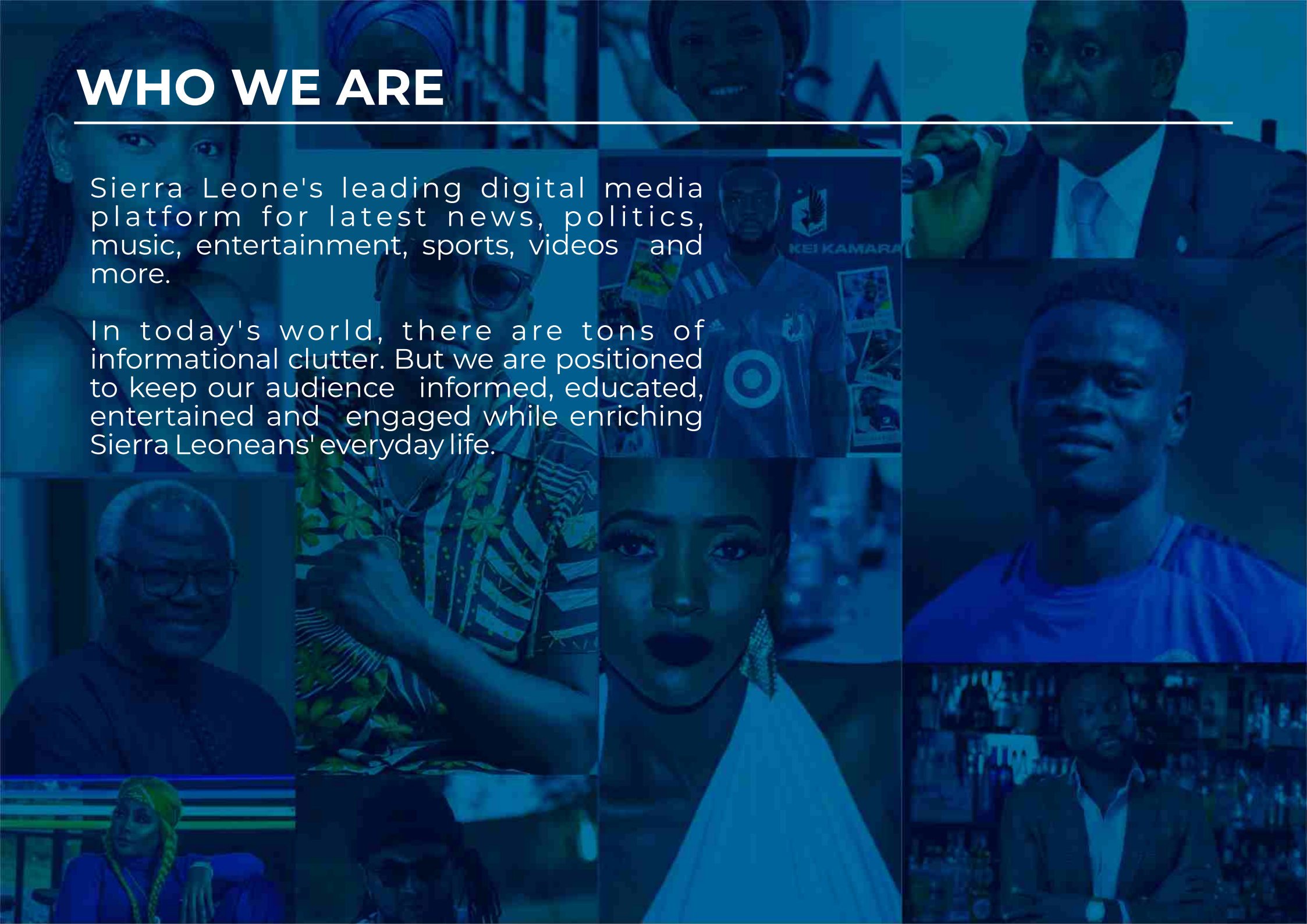


JULY - DECEMBER 2021

WHO WE ARE

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 informational clutter. But we are positioned to keep our audience informed, educated, entertained and engaged while enriching Sierra Leoneans' everyday life.



WHAT STANDS US OUT

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.



80,000+
Followers



1,500+
Followers



5,000+
Subscribers



8,000+
Followers

AUDIENCE AND STATISTICS

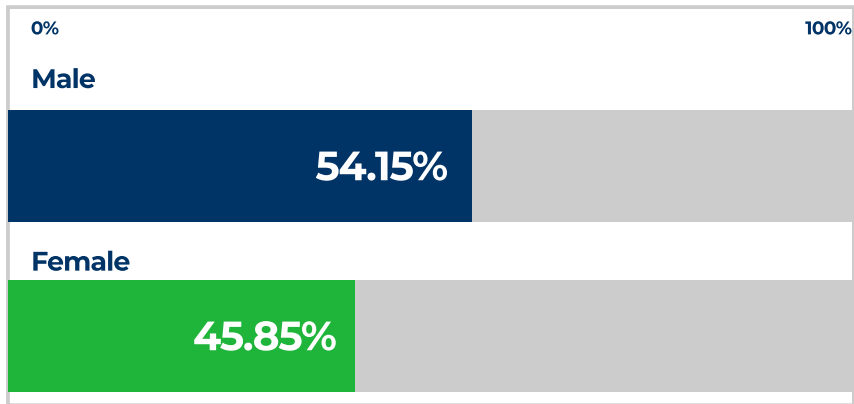
Since 2015, Sierraloaded has reached over 2 million Sierra Leoneans.

- 100,000+ Unique Monthly Visitors
- 500,000+ Average Monthly Pageviews
- Visitors from over 180 Countries
- Most Visits from Sierra Leone, United States, United Kingdom, Germany, Nigeria, Senegal, Ghana, Australia, Kenya and Canada.
- 90,000+ Social Media Followers
- 10,000+ Push notifications, Email & WhatsApp Subscribers



AUDIENCE AND STATISTICS

Gender



Devices

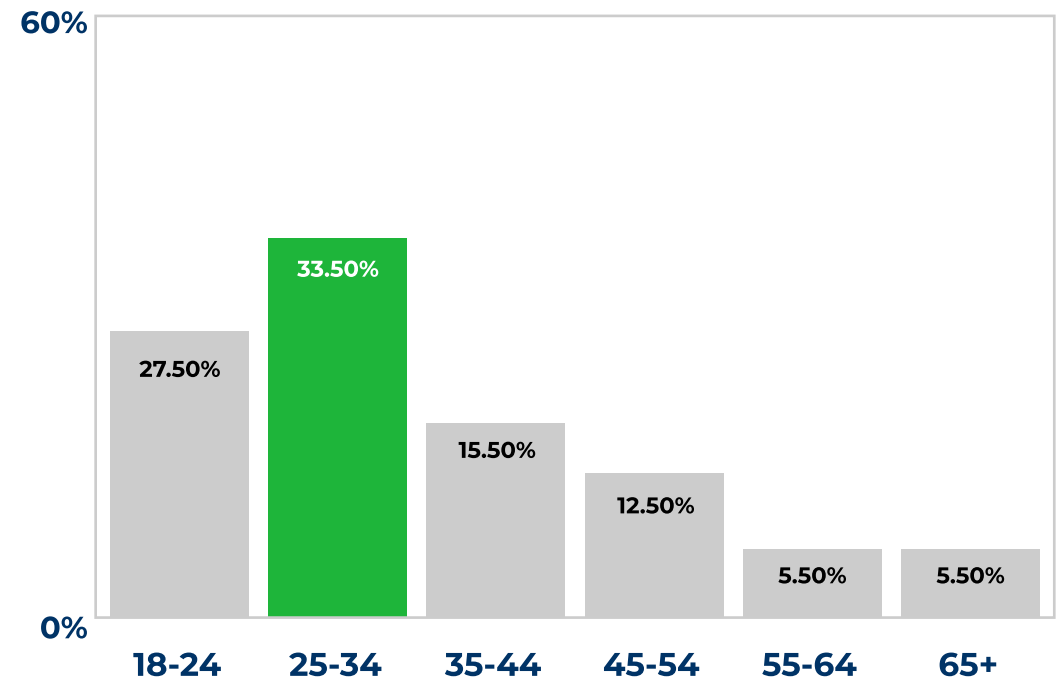
Desktop Traffic



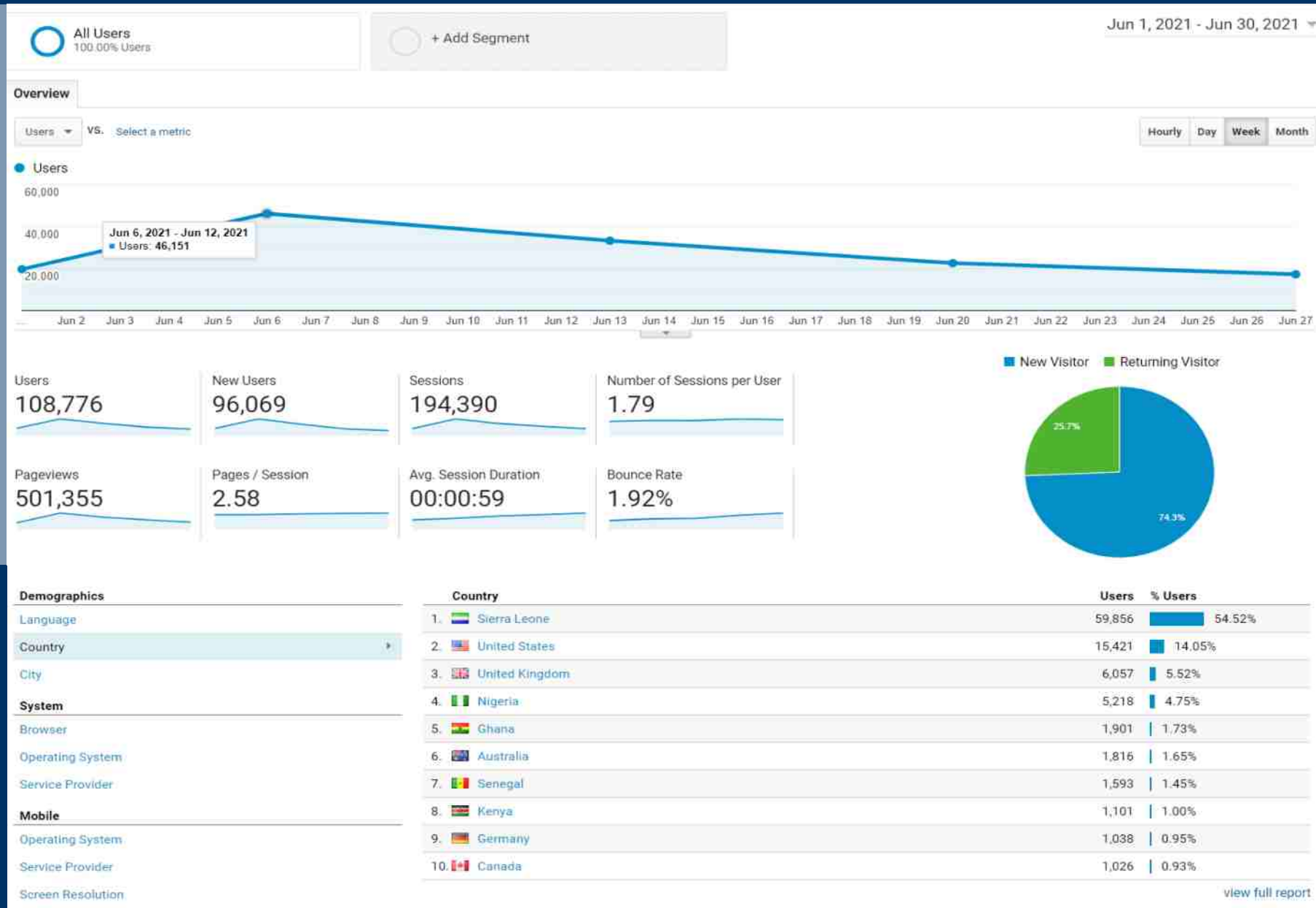
Mobile Traffic



Age



SIERRALOADED WEBSITE STATS (JUNE 1 - 30, 2021)

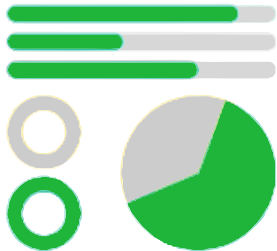


WHY SHOULD YOU ADVERTISE WITH SIERRALOADED?



Biggest Digital Publisher in Sierra Leone

With over 100 thousand visitors per month, Sierraloadeed has evolved to become one of Sierra Leone's most widely-accessed website.



Analytics

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



Innovation

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



Transparency

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

ADVERTISING SOLUTIONS

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

- **Sponsored Contents**

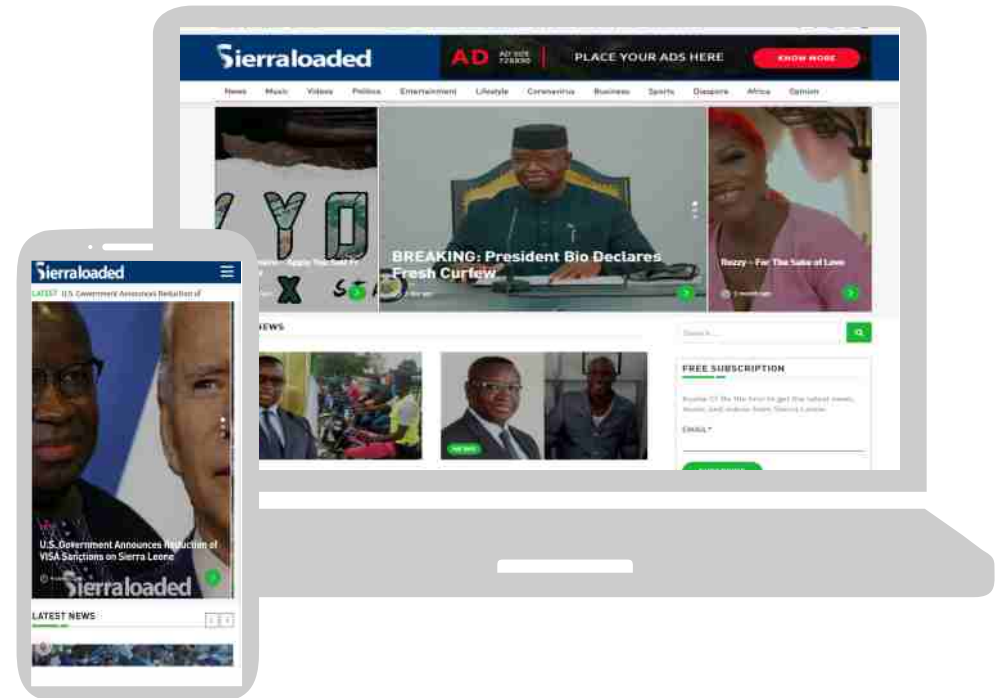
Whether you are a brand, individual or fast rising celebrity, we will create and publish a unique content to solve your brand tasks. We also accept press releases, text and photo written contents supplied by an advertiser. Articles can also be written by our team of professional content writers and editors.

- **Native Banners**

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

- **Social Media Branded Posts**

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



BANNERS



Classified Text Ad



Side Banner

300x250 px



In Article

970x250 px



Leaderboard

728x90 px



In Article

1200x628 px



Side Banner

600 x 300 px

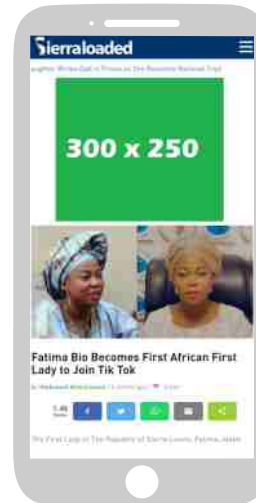
BANNERS



In Article
300x250 px



Music Ad



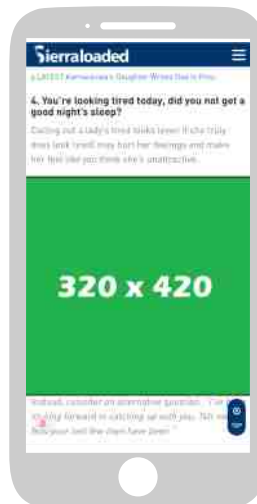
Mobile Banner
300x250 px



Mobile Banner
320x100 px



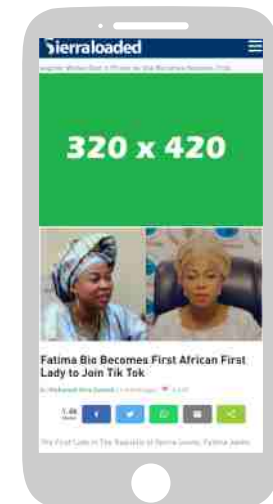
In Article
300x100 px



In Article
320x420 px



Video Ad



Mobile Banner
320x420 px

SPONSORED CONTENT

Content Type	Price (SLL)	Price (USD)
Press Release/Stories	250,000	25
Press Release/Stories (Written by our team)	350,000	35
Feature Articles	400,000	40
Feature Articles (Written by our team)	500,000	50
Music/Videos	250,000	25

NATIVE BANNERS

Slot Name	Size (Pixels)	Display	Price (SLL)	Price (USD)
Leaderboard	728 x 90	Desktop only	50,000	5
Side Banner	300 x 250	Desktop & Mobile	150,000	15
	600 x 300	Desktop & Mobile	200,000	20
Mobile Banner	320 x 420	Mobile Only	300,000	30
	300 x 250	Mobile Only	275,000	27.5
	320 x 100	Mobile Only	250,000	25
In Article Ad	300 x 250	Mobile Only	225,000	22.5
	320 x 420	Mobile Only	250,000	25
	320 x 100	Mobile Only	200,000	20
	970 x 250	Desktop Only	50,000	5
	1200 x 628	Desktop Only	50,000	5
Video/Music Ad	300 x 250	Desktop & Mobile	100,000	10
Classified Ads	Text Ads	Desktop & Mobile	150,000	15

NOTE: Banner Ads are billed per week (7 days)

SOCIAL MEDIA BRANDED POST

Slot Name	Qty	Price (SLL)	Price (USD)
Facebook Post	1	25,000	2.5
Twitter Tweet	1	25,000	2.5
Instagram Post	1	25,000	2.5
Push Notification	1	50,000	5
WhatsApp Broadcast	1	100,000	10
All Social Media Posts	1	200,000	20

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. Political contents/Ads attracts 50% surcharge.
3. Sponsored contents and Native Banners comes with a free social media sponsored post.



Sierraloaded

CONTACT US

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