



# IndyPress Online Media Kit

University of Ibadan's foremost independent, student-led journalism and media organisation — delivering timely campus news, deep-dive features, sports reporting, and impact driven stories for over 40 years.

ADVERTISING

EDITORIAL POLICY

TECHNICAL SPECS

*Motto: Conscience is an open wound; only truth can heal it*

# Standalone Ad Slots

Choose from our premium placement options to reach the University of Ibadan community with maximum visibility and impact.

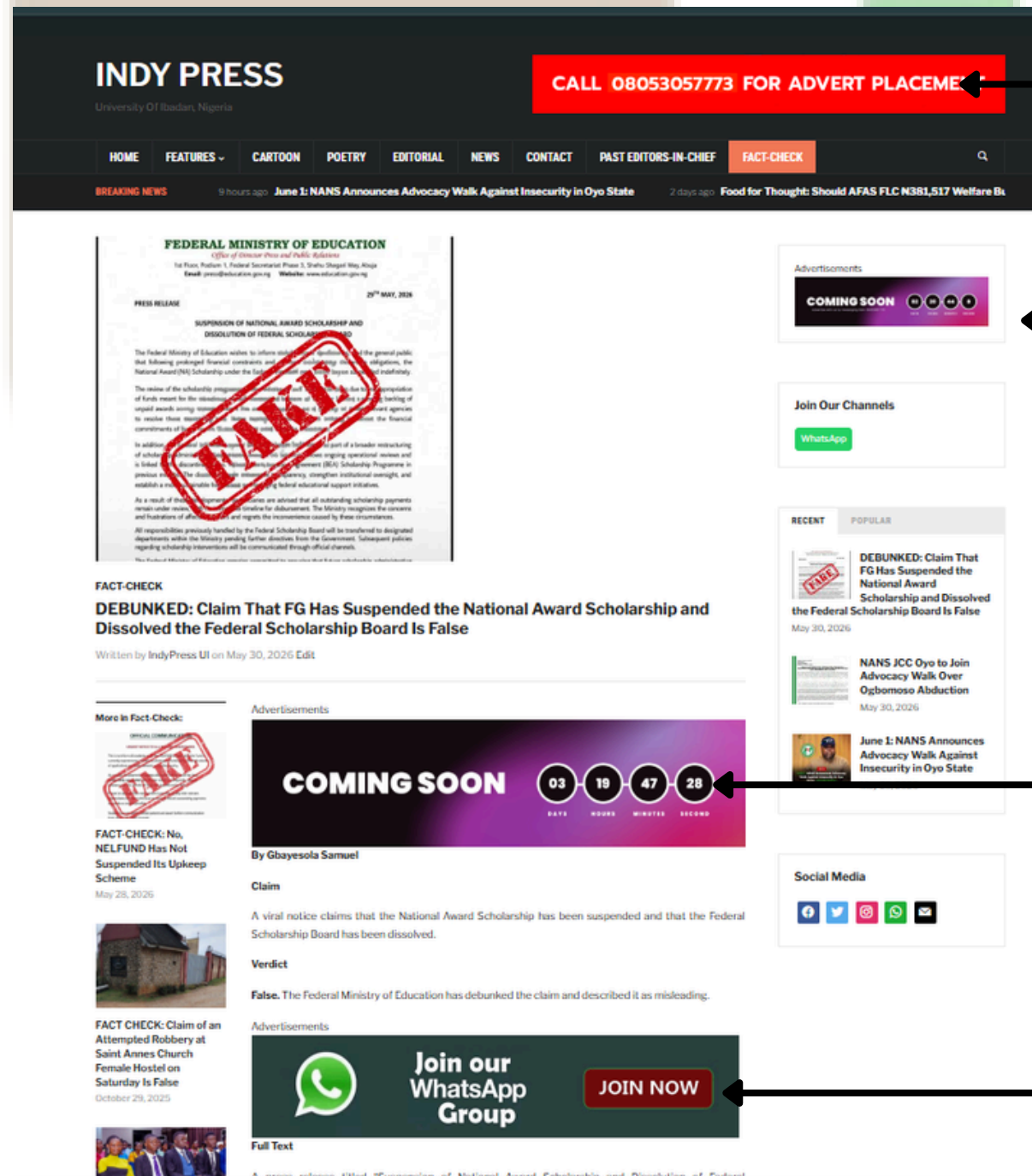
Ad Slot Name	Description	Rate
Before Content	Above article text	₦25,000 / month
Header	At the topmost part of the website	₦30,000 / month
Homepage – Below Slider	Full width	₦25,000 / month
Sponsored Article	Permanent post	₦10,000 / post
Inline Banner	Inside article text	₦20,000 / month
Sidebar	Desktop sidebar area	₦15,000 / month

📄 Documentaries, Event Coverage, Special Reports, Liveblog, Advertorial/Press Releases/Interviews — Pricing: Call **+234(0)8053057773**

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# Ads Display

Choose from our premium placement options to reach the University of Ibadan community with maximum visibility and impact.



Header Ads

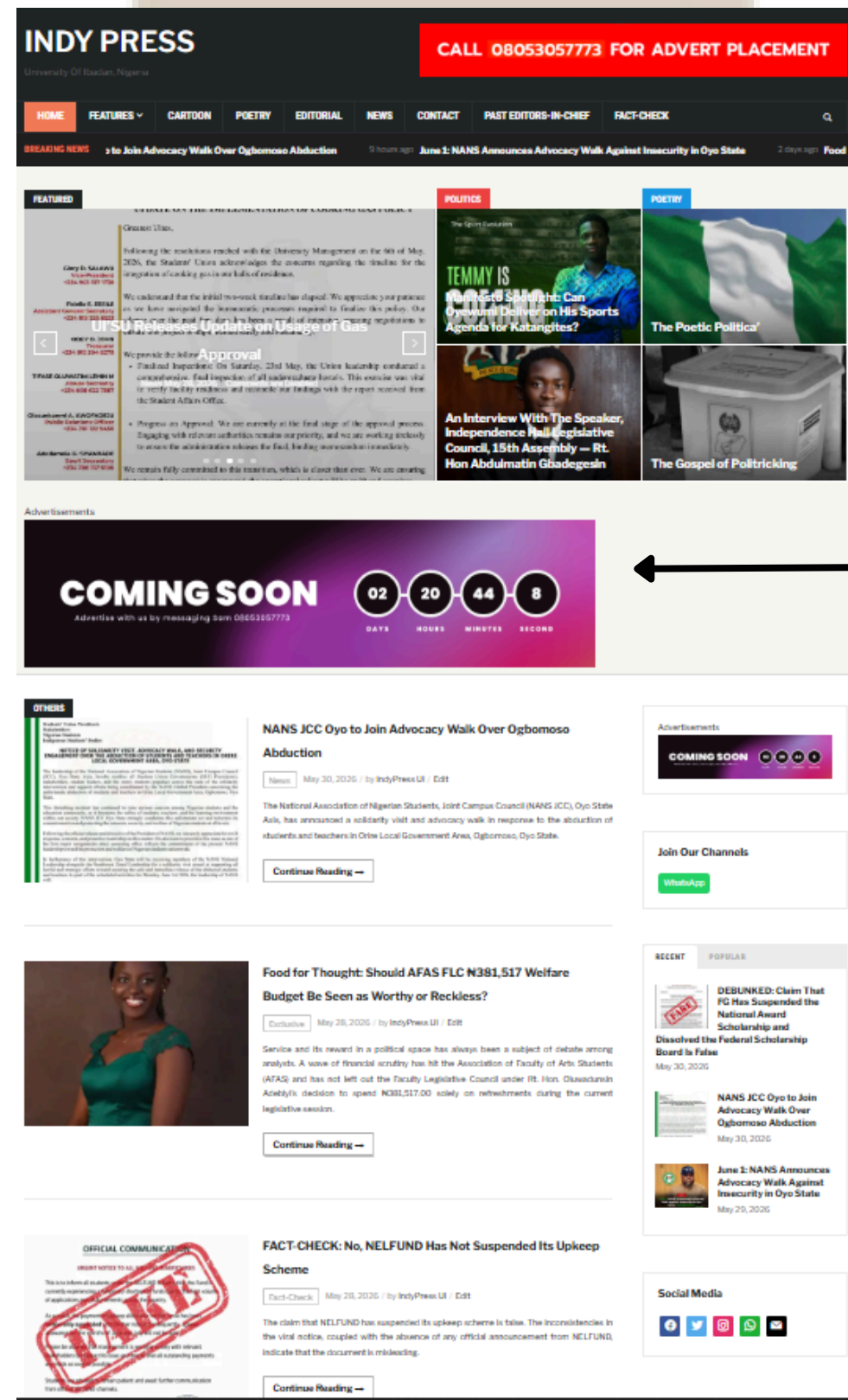
Desktop Sidebar Ads

Before content Ads

Inline Ads

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# Applicable for both Mobile and Desktop



Header Ads

Sidebar Ads

Some Ads banner size

728 by 90px

300 by 250 px

336 by 280px

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# Bundled Packages

Maximize your reach and save with our curated advertising bundles designed for different campaign goals.

## **The Brand Booster**

Before Content + Homepage  
Below Slider + Sponsored  
article

**₱55,000 / month**

## **The Reader Engagement Bundle**


Inline Banner + Sponsored  
Article

**₱27,500 / month**

## **The Economy Spot**

Sidebar Banner only

**₱15,000 / month**

 Social Media Advertising — **Coming Soon!** Stay tuned for our expanded social media advertising options across Instagram, Twitter/X, and WhatsApp channels.

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# Technical Specifications

All creative assets must meet the following technical requirements for seamless display across devices.

Ad Slot	Desktop Size	Mobile Size	Accepted Formats	Max File Size
Before Content Banner	728×90 px (Leaderboard)	320×50 or 300×250 px	JPG, PNG, WebP	150 KB
Homepage / Header	970×90 or 728×90 px	300×250 px	JPG, PNG, GIF (max 3 loops)	200 KB
Inline Banner	300×250 or 336×280 px	Same as Desktop	JPG, PNG, WebP	100 KB
Sidebar Banner	300×250 or 300×600 px	Not displayed on mobile	JPG, PNG, WebP	250 KB
Sponsored Article	Text/Image based	Text/Image based	JPG or PNG for images	N/A

## Sponsored Article Specs

- Max 1,500 words
- Up to 3 images (Max 1200×630 px for header)
- Max 3 outgoing hyperlinks

## Important Notes

- Sidebar Banner does not display on mobile to prevent slowing page load times
- Inline Banner square rectangles scale automatically on both phone and laptop screens
- All animated GIFs must not exceed 3 loops

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# Advertising Terms & Conditions

## Advance Payment

100% full advance payment is required before any advertisement goes live, or any sponsored article is published.

## Non-Refundability

All payments are final and non-refundable once the campaign flight dates begin or the content is published.

## Campaign Adjustments

Flight dates may be moved up to 48 hours prior to launch, subject to inventory availability.

## Deadlines

All creative assets (banners, copy, logos, tracking links) must be submitted via our Google Form at least **48 hours** before the scheduled launch date.

## Late Deliverables

Delays in creative asset submission by the Advertiser will not extend the expiration date of the campaign.

## Technical Quality

The Publisher is not responsible for low-quality rendering resulting from low-resolution files supplied by the Advertiser.

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# Performance, Liability & Campaign Termination

## Flat-Rate Model

This website runs on a flat-rate model based on seasonal traffic estimations. The Publisher makes no guarantees regarding precise click-through rates (CTR), conversion volume, or sales numbers.

## Indemnification

The Advertiser assumes full legal responsibility for all claims, compliance, graphics, and text within their materials. The Advertiser agrees to indemnify and hold harmless the Publisher against any third-party lawsuits, damages, or legal expenses.

## Automated Campaign Termination

All ad slots run on an automated scheduling system. Banners will automatically deactivate exactly **30 days** from the approved launch time unless a renewal form and confirmation payment receipt are submitted at least **48 hours** prior to expiration.



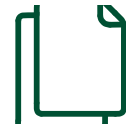
Notice of extension of placement must be received 3 days, 1 week and in advance for weekly and monthly advert placements respectively.

# Editorial & Sponsored Content Policy



## Fact-Checking

All news stories published by our editorial team undergo rigorous verification. We do not publish unverified gossip, unconfirmed claims, or defamatory rumors.



## Plagiarism

We maintain a zero-tolerance policy for plagiarism. All sourced information or quotes from other outlets must be properly attributed.



## Corrections

If a factual error occurs, our team will update the article within 24 hours with a clear "Correction Note" at the bottom of the page.



## Transparency & Disclosure

All paid content, press releases, or advertorials must be clearly labeled as "Sponsored Post," "Advertorial," or "Paid Feature" to maintain transparency with our readers.



## Search Engine Compliance

In accordance with search engine guidelines, hyperlinks embedded inside paid sponsored articles will be tagged with rel="sponsored" or rel="nofollow" attributes to protect the website's SEO health.



## Right of Refusal

The editorial board reserves the absolute right to reject or pull down any sponsored article or banner ad that promotes fraudulent financial schemes, hate speech, ethnic division, nudity, offensive language, unverified medical treatments, or illegal substances.



All adverts must meet the ethical standards of the **Advertising Practitioner Council of Nigeria (APCON)**.

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# About IndyPress UI

IndyPress UI is the University of Ibadan's foremost independent, student-led journalism and media organisation. Established over **40 years ago** at the Great Independence Hall of Residence, we have dedicated ourselves to delivering timely campus news, deep-dive features, sports reporting, and impact driven stories.

## Our Mandate

Our operations are firmly rooted in our core mandate of **Journalism for Solution**. Through this lens, we fiercely hold both university authorities and student union leaders accountable, while shining a critical light on the everyday struggles of the student body.

## Our Track Record

Our unwavering commitment to journalistic excellence has established us as a powerhouse within the university's media landscape. We take immense pride in our celebrated track record, which includes winning both **Overall Best Local Press Organisation** and **Best Hall Press** at the prestigious Union of Campus Journalists (UCJ UI) annual awards.

## Our Promise

We remain steadfast in our duty to inform, educate, and advocate for the UI community. We are always eager to connect with our audience, amplify student voices, and collaborate with creative minds.

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# Contact Us

## Our Location

Press Room Block C, Independence Hall  
University of Ibadan, Nigeria

## Phone

+234(0)80 5305 7773

## Email

indypressui@gmail.com

## Website

www.indypressui.org

## Get In Touch

For direct inquiries, article submissions, or advertising opportunities, you can also message us on **WhatsApp** at **+234 805 305 7773**.

You can read our latest updates directly on our website at [indypressui.org](http://indypressui.org), or reach out to our editorial team via email at [indypressui@gmail.com](mailto:indypressui@gmail.com).

Visit Our Website

Email Us

**40+**

### Years of Excellence

Serving the UI community since establishment at  
Independence Hall

**6**

### Ad Placements

Standalone and bundled advertising options available

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