

## THE KPDA MEDIA WEEKLY REVIEW REPORT

# ADVERTISING RATE CARD

The Kenya Property Developers Association selects a few media articles from the week that we think are worth your time as a player in the property development sector. We look for compelling articles not only about trends in the market, but also policy issues, upcoming technologies and global trends in real estate. We would love to hear from you on what you are engaged in to promote the sector. Contact us via [ceo@kpda.or.ke](mailto:ceo@kpda.or.ke).

### WHY ADVERTISE THROUGH THE KPDA MEDIA WEEKLY REVIEW REPORT?

- Our readership is made up of over **1, 500 contacts** who are members of the Association, partners and friends who are players in the building and construction industry, both locally and internationally.
- The report offers a simple and effective platform to communicate your message.
- Our audience outreach also extends to our social media platforms and is uploaded onto our website which receives over **4, 000 Unique Visitors** and over **200, 000 Hits** monthly.
- We keep track of our readership and are sensitive to emerging issues in the industry, particularly to what affects our members.

### BANNER/ADVERT REQUIREMENTS

- The advertisement MUST be in **JPEG** or **PNG** formats
- Resolution of **72 dpi**
- Colour calibration **RGB**
- Images should **NOT EXCEED 30KB** in size
- The Media Weekly Review Report is circulated every Sunday at 3.30pm.
- Advertisers are therefore requested to submit their artwork by latest Thursday of the week preceding the report being circulated.



## ADVERTISE WITH US

Weekly Insights into Current Affairs Affecting the Kenyan Real Estate Market

### WHAT IS THE COST OF ADVERTISING USING THE KPDA MEDIA WEEKLY REVIEW REPORT?

- We will run your advertisement for a period of four (4) consecutive weeks at a cost of Kshs. 15, 000.
- Advertisers who commit to advertise for four (4) consecutive months will get an additional four (4) weeks for free
- Payment is required within two (2) working days of the production of the report (First Wednesday of every month from commencement of agreement).

### ONLINE ADVERTISING TERMS AND CONDITIONS

Payment is due within two (2) working days of an invoice being issued. Banner ads may be pulled if account balances are not paid by the due date. As space is limited, banner ads are sold on a first come, first serve basis. All advertising is accepted subject to the publisher's approval upon determination that the products or services advertised are in keeping with KPDA's philosophies.

For more information, contact the KPDA Secretariat on Telephone: 0737 530 290 or 0725 286 689. Queries may also be emailed to [ceo@kpda.or.ke](mailto:ceo@kpda.or.ke).

#### Kenya Property Developers Association

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