

# The Developer's Digest

A Publication by the Kenya Property Developers Association

## ADVERTISING RATE CARD

**The Developer's Digest** is a quarterly e-newsletter supported and published by the Kenya Property Developers Association and designed by Insync MEDIA Ltd. It targets the various players in the property industry in Kenya and highlights a wide spectre of issues affecting our members, other professionals, manufacturers and both private and public sector players in the industry. We seek to encourage positive dialogue and development

**The Developer's Digest** is filled with current industry news, updates on the Association's ongoing activities, views, interesting facts and specialty advertising messages.



## WHY ADVERTISE THROUGH THE DEVELOPER'S DIGEST?

1. 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.
2. We offer a unique, flexible, converged media mix that helps advertisers communicate their message effectively. This includes our website, e-newsletter, social media platforms and focused events (such as our training and networking forums).
3. We keep track of our readership and are sensitive to emerging issues in the industry..
4. It is a free and interactive online publication.
5. It is a free downloadable Mobile App onto any mobile device.
6. We at **The Developer's Digest** will work with you to create the most effective multi-platform advertising strategy that will ensure you reach your targeted consumer every direction they look. After all, the distance between you and your consumer, is no longer a straight line.

**The Developer's Digest** will also offer you advertising on our website with a direct link to you and your company's website. Please contact the KPDA secretariat via email on [ceo@kpda.or.ke](mailto:ceo@kpda.or.ke) or call us on **0737 530 290** or **0725 286 689** for more information.

## RATES PER TWO MONTH PERIOD

Quarter (1/4) page:	<b>Kshs. 20, 000</b>
Third (1/3) page:	<b>Kshs. 30, 000</b>
Half (1/2) page:	<b>Kshs. 45, 000</b>
Full page:	<b>Kshs. 60, 000</b>



## MEASUREMENTS

### ONLINE ADVERTISING TERMS & CONDITIONS:

Payment is due within **15 days** from when an invoice is issued. **All payments should be made in the name of KPDA.**

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 served basis. All advertising is accepted subject to the publisher's approval upon determination that the products or service advertised are in keeping with **The Developer's Digest's** philosophy.

### DIGITAL INPUT/MECHANICAL REQUIREMENTS — ADVERTS

SIZE	WIDTH	DEPTH
1/4 page ( horizontal)	184.5mm	65mm
1/4 page (vertical)	90mm	125.5mm
1/3 page (horizontal)	210mm	90mm
1/3 page (vertical)	68mm	270mm
1/2 page (horizontal)	210mm	139mm
1/2 page (vertical)	105mm	265mm
Full page (theme colour)	210mm	247mm
Full page	210mm	297mm

**NOTE:** 300 dpi resolution; colour calibration RGB; not larger than 20MB; jpg format OR pdf PRESS QUALITY format with outlined text.