





PER SECOND NEWS

Per Second News is one of Africa's largest news portals.

PSN online prides itself in its ability to generate and publish quality content that attracts a broad user base. Our editorial team situated across the continent, works day and night to update our sites, with a special focus on breaking news flashes.

The experience of our team has enabled it to refine exactly what makes a successful consumer website, with robust content, and extensive investigative journalism.

It is comprehensive in its in-depth content, from minute to minute's update in news reporting, with major emphasis on the continent of Africa.

PSN is owned by Mount Olives Communications Inc., USA and PSN Communications Nigeria Limited.

Why you should choose PER SECOND NEWS for your next Campaign?

- Wider Reach: There are more Nigerians online than watching TV throughout the day. Over 500,000 readers visit the site weekly.
- Shaping the Web: Our readers are passionate about coding and design. We target the decision makers and influencers, government agencies, officials, entrepreneurs and evangelists.
- More Than Just Banners: We engage your target audience through content sponsorships, newsletters, videos, community participation and other innovative opportunities.
- Cost Effective: Online platform is one of the most cost-effective advertising methods available for creating, delivering and executing campaigns.
- Brands like UBA, Dangote Industries, First Bank and NAFDAC can't be wrong. We've helped make heaps of companies, and government agencies successful over the years.

Want to be one of them?

You'll love working with us, we promise.

This document may be viewed in electronic format on our website and can be made available as well in printed format.

- for enquiries: +1 240-893-7408
- +234-813 200 2715

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PUBLISHER'S CORNER

Per Second News is synonymous with great ad tech solutions for advertisers and agencies. We have built a brand based on our leading advert technology, business solutions and a data platform that are used by leading Multi-national companies, government agencies and the private sector in Africa, Europe and around the world.

We have learned that there are great business synergies to be reaped from being able to work seamlessly across both the private sector and with government and its agencies.

The Per Second News site has seen steady, significant growth since its launch in 2012. While PSN began with a more strictly political focus---it has also invited a variety of public figures and celebrities to be guest and semi-regular columnists.

The site now includes more than 40 verticals, including sections devoted to such topics as Health, Sports, Business, Entertainment, World News, and Interviews. Per Second News has a streaming news and events video operation, founded in 2014, called PSN TV. We are putting final touches and will reach a deal to air six hours a day of PSN TV Live for viewers across the globe shortly.

While such a platform would be tailored to our subscribers and readers, the impact would have an equally positive effect on the side of our clients and prospective advert customers. By leveraging our existing expertise and focus on process optimization we can achieve more creative solutions and better efficiencies alongside data targeting and optimization. This in turn supports the goal of increasing the value of clients through delivering better results to the advertisers on process optimization we can achieve more creative solutions and better efficiencies alongside data targeting and optimization. This in turn supports the goal of increasing the value of clients through delivering better results to the advertiser.



Our solution? The new PSN AD Edge

We're thrilled to announce the launch of PSN AD Edge, our new platform which will significantly expand the quality of our offering to prospective clients. The next few months will see us launch a series of new solutions which will add up to an unparalleled offering to clients.

PSN Edge will provide the freedom and flexibility to choose how to monetize and manage your adverts. We will deliver a platform that helps clients benefit from time savings, yield optimization, and new revenue streams. And prospective business owners, firms, government agencies who choose to work with us will benefit from our network of local technical teams across 10 countries who work relentlessly to ensure client success.

We look forward to doing business with you. Log onto www.persecondnews.com for minute to minutes news updates.

Regards

Femi Soneye

Our Team



Samantha Fox
Director Content and Publication

An American author and news service reporter. Once a member of the White House Press Corps and Opinion Columnist. She has worked for the Pinnacle Press and Freelanced with the Post, Reuters and ELLE.

She lives in Vermont, USA.



Amos Dunia Editor

Amos Dunia, is the Editor of Per Second News with over two decades of journalism experience. He holds a Degree (B.Sc) in Political Science from the University of Abuja and a National Diploma (ND) in Mass Communications from the University of Jos.

He has practical experience in both the electronics and print media having started his journalism career with the Nigerian Television Authority, Abuja for a period of eight years during which he rose to the position of Senior Reporter. He later resigned and joined an Abuja based newspaper, The Nation newspaper (now defunct) as Acting Politics Editor from where he left and got enlisted with the New Nigerian Newspapers, Kaduna as State Chief Correspondent, based in Abuja on invitation of the Editor of newspapers.

As part of his desire to expand his journalism coast, he later joined the Sun Newspapers as Chief Correspondent and later Assistant Editor. From the Sun Newspapers, Dunia was invited by the Board of Abuja based newspapers, Blueprint to assist to pioneer the take-off of the newspapers, as Associate Editor and Head of Political desk, Coordinator of interview pages and feature desks.

During his these periods, Dunia supervised and coordinated political events, features and interview desks for the Abuja Nation Newspapers, New Nigerian and Blueprint newspapers.

A versatile journalist, Dunia has covered major national and international events that included OAU Heads of Government meetings, Inter-Parliamentary Union conference, Nigerian Constituent Assembly, Constitutional Conference, The Senate of the National Assembly amongst others. As part of his capacity building on the job, Dunia has attended various conferences, Workshops and Seminars in Political Reporting, Legislative Coverage, Financial Reporting to mention but a few.

Dunia is happily married with children and lives in Abuja.



Stella Igwe-Adesoga Associate Editor

She's the Associate Editor of PSN. Born in Owerri, Imo State Nigeria. She moved to the United States in 1998.

Her first job in Journalism was as a copygirl for the now defunct Oklahoma Daily News. After 8 years at the paper, she joined the Herald as a weekend editor.

She presently lives in Connecticut, USA.



Tolani Soneye London Correspondent

Born in England. She obtained degree at the Brunel University London.



Victoria Ayuwei South-West Correspondent

She started out as a Journalist at Monrovia, Liberia where she was born to Nigerian parents. She was a reporter with the Inquirer for 6 years.

She relocated to Nigeria in 2006.



Gift Olivia Reporter

A graduate of Mass Communication from the University of Nigeria Nsukka. Worked briefly at Weekly Impact Newspaper as an Advert Executive before joining PSN as reporter.



Chinwe Uzodinma Columnist

A first generation born N i g e r i a n - A m e r i c a n, C.C. I s inspired by her love for family, culture, and a strong passion for writing. As an avid reader

from day one, she is most inspired by texts like Chinua Achebe's Things Fall Apart, John Grisham's The Confession and The Holy Bible. Her future aspirations include further developing her career in writing and journalism as well as establishing policy reforms for greater healthcare infrastructure in Nigeria and abroad. C.C. currently resides in the Washington DC Metropolitan area within the United States.



cut-across Web Branding.

Alabi Richard Web Administrator

He holds a degree in Marketing Management from Lagos State University, Ojo Lagos. His vast experience

Development, Marketing and

Abdelazziz Temitayo Sports Editor

Stephen Onyeukwu Reporter

Lanre Oginni Reporter

Halima Ogiri Reporter

Banabas Attah Reporter North-Central

Joseph Mukwuzi Sports Reporter

Cynthia Aloba Presenter PSN TV

Legal Advisers
Paige & Basset Law Group, Washington, DC





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Availability and Recommended Placement

Availability and Recommended Placement

All advert will be upon request and availability. We are more than happy to accommodate our advertisers to gain them the maximum exposure.

There are different and effective forms of marketing on persecondnews.com portal. We recommend reviewing each.

When putting together advertising campaign; we recommend the following:

- **High Visibility Format:** Leatherboard, Banner or a Rectangle.
- Campaign length for maximum effectiveness: 6-12months.

Note: There are no maximum campaign length.

Traffic Pages

Our website has a high traffic with over 500,000 visitors weekly. With such a high traffic, your advertising is certainly going to be widespread.

The following are the most popular destinations outside the home page:

- News
- Politics
- Sport
- Business
- Entertainment
- Health
- Aviation



User Profile The following demograph

Sex		
Male	67%	
Female	33%	
Education		
Graduate	85%	
Non-Graduate	15%	
Occupation		
Top Executives	20%	
Business Executives	25%	
Employees-Public/Private	30%	-
Students	25% #	١
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Target Industries

Mostly we target the following industries:

- Banking
- Aviation
- Oil & Gas
- Automobile
- Manufacturing
- Telecommunication
- Government Agencies
- Health
- Agriculture



Regular Advert Rates









(i) Half Page

- The advert measures 300x920px
- It displays on the right column of the Home Page
- It also displays on all navigation pages
- It is very prominent and engaging

The Rates

Product: N850,000

(ii) Leaderboard

- This large banner measures
 1200x100px
- It runs at the top of the Home Page, above the nameplate

The Rates

Product: N850,000

(ii) Large Rectangle

- The advert measure 300x250px
- It displays on the right column of the Home Page
- It also displays on all navigation pages

The Rates

Product: ₩850,000



Content Guidelines

General Adverts that contain Fraudulent, Deceptive or Misleading Statements or Illustrations will not be published. Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.

Offensive to Good Taste - Indecent, vulgar, suggestive or other adverts that, in the opinion of PSN on the Web, may be offensive to good taste.

Discrimination Advertsthat fail to comply with the express requirements of federal and state laws will not be publish.

Investment Adverts that do not comply with applicable federal, state and local laws and regulations will not be publish.

Political Adverts that do not identify the paid sponsor in every frame of the ad will not be accepted.

Tobacco Adverts for cigarettes and other tobacco products.

Occult Pursuits Adverts for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.



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