



Media Kit



Table of Contents

Content information	3
Audience profile	4
Haaba products	5
Advertising with us	7
Rate card	8
Technical specifications	10
Haaba creatives	23
HaabaMedia	24
Value added services	25
Advertising terms and conditions	26
Contacts	31



Content information

Haaba is the premier on-line news and communities digital network dedicated to providing the most current news and information on issues facing Africa.

Since inception, Haaba has grown considerably and now provides the best quality information as relating to politics, health, social customs, weather and food that is imperative about the African community to millions of readers.

As a social avenue, Haaba puts up blogs, cartoons, photographs and videos, giving visitors to Haaba an entertaining view of Africa, provide links to various sites of interest, post ads in the business directory and gives opportunity to subscribers to discuss the most current topics on the African continent via community forums.

With a mission statement to publish up-to-date news real-time, we empower our subscribers through content that includes news, video, community forums and information as relating to the African continent on travel, politics, culture, history etc.

Already, the site has a Google PageRank of 4 out of 10.

Haaba's well-designed website with the latest technology and tools has set it apart from its competitors. Professionally presented, the website is very user friendly. The aesthetic quality of the website as well as the balanced, fair and factual content increases Haaba's market share.

Everything you want to know about the beautiful continent of Africa is available on Haaba.com



Audience profile

At Haaba, we consider our audience an important group of people. A group of people with no visible boundaries, connected to the entire African continent. A group of smart and objective people, united by their attitude and experiences. A group of extraordinarily ambitious and successful people with a broad definition of success.

With its qualitative and informative content, Haaba attracts millions of visitors monthly. Some 25% of our audience are below 22 years; 60% falls between the 22-55 age bracket while the rest are 56 years and above.

A look at the statistics of Africa versus the rest of the world shows that Africa is on the verge of becoming the next internet frontier. Continued improvements in the IT infrastructure in Africa have led to phenomenal growth in the number of persons who are able to access the internet.

As a growing number of Africans access the internet, they constantly seek more information about the rest of the continent. They seek a reliable source that understands their needs, offers quality products and services, balanced reporting and in-depth analysis of news stories, and generally enrich their lives.

At Haaba, we have proved ourselves as that source.



Haaba products

HAABA SCHOOLS

Haaba.com offers a rich array of products that benefit all groups of people.

The Haaba School is a service that provides digital space on the Haaba website for primary and secondary schools to upload their school projects and other events. This service provides a platform where students and teachers alike interact online on an educational basis.

For the students, the service serves as a good introduction point and learning ground to the internet.

On their part, the teachers are able to relate online with colleagues in other schools, exchange views on teaching methods and study curriculum.

This product also offers functionalities for creating sub-groups/forums where students can hold discussions, make new friends with other African students, research assignments and courses, upload pictures, keep in touch with each other etc.

Haaba School is provided at no cost to the students, the teachers or the school.

HAABA JOBS

This service is primarily for job seekers and employers of labour alike. Employers of labour post job positions/vacancies, while job seekers post their resumes and check up on posted job vacancies.

Other features of this service include:

- Short training courses conducted online to winners that will emerge from a pool of job seekers.
- Job preparation and training online.
- Help in packaging resumes and curriculum vitae.
- Step-by-step test and interview preparation guides.
- Reading guides.

All packages and outlines are prepared bearing in mind the local job market.

HAABA CLASSIFIEDS

This service is aimed at announcements of all kinds. Classifieds on this service is textually based.

Announcements from other services will also be featured on this service.

Also, the service allows for public service announcements, birth, death, anniversary announcements etc.



HAABA EVENTS

Haaba Events is a service that keeps track of every major event (political, corporate, social, religious, rallies, etc.) on an online calendar. Periodically, before the day of the event, the service post previews concerning the upcoming event, and reviews after the event.

The service also involves packaging and covering these events, processing and publishing the events on the Haaba website, as well as providing permanent links to the events on the website.

Haaba Events also provide event management and ticketing services.

HAABA DIRECTORY

This service is an online business directory, a comprehensive compilation of businesses in Nigeria on the Haaba website.

The Haaba Directory implements a quality standard that ensures listed businesses are entities still in operation.

Paid premium listing is also available for businesses in need of extra exposure on the directory.

HAABA PROPERTY

This service is a real estate sub-site under Haaba. Taking property search experience to a whole new level, this service allows for property listings, property sales announcements, etc.

Full details on property statistics and amenities are given on every property listed on this service.

For subscribers or visitors to Haaba.com who are interested in buying, selling, investing or renovating, this service is an invaluable reference about the changing African property market.

HAABA GROUPS/COMMUNITIES

This is a service where groups of people with similar interest post content and interact with each other in a public or private setting on the Haaba website.

Such groups include community associations, alumni, professional bodies, non-profit groups, etc. There are also groups dedicated to a subject or topic (travel, African food, African tourism).

Groups registered on the Haaba website are able to maintain social networks and are rewarded - hence gaining points which they use to post classified ads, links or business cards on the website.

No matter where your interest lie, you can meet others with similar interests on Haaba, exchange information, learn from their experiences and offer your own experiences in return. The support you receive from Haaba Groups/communities is truly amazing



Advertising with us

At Haaba, we offer you an authentic on-line advertising medium not limited by geography or time.

Utilising Haaba.com as your advertising medium of choice effectively positions your company and brands properly in the minds of the general public, particularly your target market.

We also offer you the capability to reach a global audience at a fast rate. This enables extensive exposure, world brand recognition and the potential for increased profit margins.

With our cost effective advertising options, we guarantee optimum exposure at minimal cost in the content environment that best complements your brand i.e. Haaba Schools, Haaba Jobs, Haaba Directory, Haaba Classifieds, Haaba Events, Haaba Property, Haaba Groups.

Our approach is founded on strong capabilities and experience. We are able to put together multi-disciplinary teams from a number of practice areas to meet clients' needs. We have developed a powerful platform for delivering the highest standard of service in today's advertising world.



Rate card

STANDARD DISPLAY UNITS	DIMENSIONS	CPM(\$)
Banner/Leaderboard	468x60/720x90	10
Skyscraper	160x600	10
Half Page	300x600	10
Medium Rectangle	300x250	5
Haaba Digital Strip	100x29	1
Half Banner	234x60	5
Classifieds	See specifications	5

MASTHEADS

		Life	Sport	Travel	Business	Technology
Standard Display Units	Dimensions	CPM(\$)	CPM(\$)	CPM(\$)	CPM(\$)	CPM(\$)
Banner/Leaderboard	468x60/720x90	15	20	15	20	15
Medium Rectangle	300x250	10	15	10	15	10
Promo Box	300x125(See spec.)	10	15	10	10	10
Photo-Gallery Intro Ad	Standard Display Units	20	20	10	10	10
Expanding Creatives	See Specifications	20% load on base CPM				

VIDEO

		Life	Sport	Travel	Business	Technology
Standard Display Units	Dimensions	CPM (\$)	CPM (\$)	CPM (\$)	CPM (\$)	CPM (\$)
Video	Up to 30" streaming TVC or 5" flash, 300x125 MREC. See Specs. for more	35	45	35	35	40

BUY-OUT/SPONSORSHIPS			
Homepage Sponsorship	Period	Dimensions	Price(\$)
OTP (Over The Page)	Daily	See Specifications	4,500
Medium Rectangle	Daily	300x250@40k	4,000
Multilink	Weekly	See Specification	2,000
Base Leaderboard	Weekly	728x90@40k	4,000

Buy-out	Period	Dimensions	Price (\$)
Article Daily Buyout – Banner	AM & PM	468x60	On request
Article Daily Buyout – Leaderboard	AM & PM	728x90	On request
Article Daily Buyout – MREC/Half Page	AM	300x250/300x600	On request
	PM	300x250/300x600	On request
	AM & PM	300x250/300x600	On request
Sponsored Links	Weekly	See specifications	On request
Search Sponsorships	Monthly	60x18	On request
Popunder – Regular	Daily	300x250	On request
Popunder – Large	Daily	728x300	On request

Product Page Sponsorship

Products	Period	Units	Price (\$)
Haaba Schools	Weekly	Standard Display Unit	On request
Haaba Jobs	Weekly	Standard Display Unit	On request
Haaba Events	Weekly	Standard Display Unit	On request
Haaba Groups	Weekly	Standard Display Unit	On request
Haaba Directory	Weekly	Standard Display Unit	On request
Haaba Property	Weekly	Standard Display Unit	On request

- Rates correct as at August 2008
- Rates effective from August 2008 (subject to change)

All enquiries concerning advertising activities on Haaba.com should be referred to HaabaMedia.
 Rich media events are limited in placements on Haaba.com.
 Homepage rates are effective for bookings from August 2008.
 For product page sponsorship, only listed standard display unit are accepted.
 All white and light coloured creatives should have a 1pt dark border to clearly mark its boundaries.
 All external links must open in a new browser window.
 HaabaMedia will not publish any form of advertising that is deemed to be misleading or confusing.
 All material is subject to editorial approval. Rich media campaign is subject to testing.
 For special sponsorship arrangements, speak with an HaabaMedia Account Manager.



Technical specifications

- General requirements
- standard ads and specifications
- specifications for expanding ads
- specifications for flash ads and animated gifs
- specifications for video ads
- video player ad
 - in banner video ads
 - video player pre-roll
 - video content through medium rectangles
- otp ad specifications
- pop under ad specifications



GENERAL REQUIREMENTS

This document is solely a guide to the range of advertising opportunities and specifications available on Haaba.com

- HaabaMedia accepts GIF, JPEG, HTML, FLASH.
- HaabaMedia stipulates 30-second maximum for any animation, and a maximum of 4 loops. Total animation time for each loop should not exceed 15 seconds.
- Any sound must be user-initiated, defined as a click and not a mouse over or rollover, and clearly labeled with “Play” and “Stop” controls.
- Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad.
- Flash files must be published as version 8 or below, and the frame rate must be less than or equal to 18 frames per second.
- HaabaMedia will not accept advertising that is directly competitive and/or disparaging to Haaba.com. Moreover, HaabaMedia maintains ultimate editorial control over all content and materials which appear on its site, and reserves the right to refuse or withdraw an advertisement or campaign for any reason at any time in its sole discretion.
- Advertisements promoting specific public policies, advocacy issues, or political/candidate campaigns must include a “Paid for by ___” label on all frames of the advertisement.
- HaabaMedia requires a lead time of 5 business days prior to placement dates for receipt of all creatives.
- If the creative contains program calls to another site or executable file, please inform HaabaMedia and test accordingly.
- HaabaMedia requires that all ad creative animation time for transitional, audio, and floating ads be up to 15 seconds for all pages.
- No host-initiated audio or video are allowed in any pop-unders.
- All video must clearly contain visible “mute” and “stop” functionality.
- Ads may not employ persistent/rapid strobing animation of any graphic, copy, or background elements.
- HaabaMedia traffic will target browsers that work with the ad through our ad server.
- The creative should not disable browser back buttons or force any plug-ins to be downloaded.
- Ad creatives’ click through commands have to open the destination address in a new window.



Technical specifications

STANDARD ADS AND SPECIFICATIONS

AD PRODUCT	DIMENSIONS	RICH MEDIA	MAX FILE SIZE	FLASH	TOTAL FILE SIZE
Leaderboard	728x90	Yes	40k	80k	120k
Banner	468x60	Yes	20k	80k	100k
Half Banner	234x60	Yes	20k	80k	100k
Skyscraper	160x600	Yes	40k	80k	120k
Rectangle	180x150	Yes	40k	80k	120k
Medium Rectangle	300x250	Yes	40k	80k	120k
Half page	300x600	Yes	75k	25k	100k
Button	160x140	Yes	15k	85k	100k
Pop under (Special Circumstances)	720x300	Yes	40k		40k
Digital Strip	100x29	Yes	5k		5k
Strip ad	620x45	Yes	25k	75k	100k

OTHERS

Classifieds

Heading: 45 characters
(including spaces)
Copy: 168 characters/2 lines/84
characters per line maximum
(including spaces)
Image: 125x30 static gif
File size: 3K
Click: clickthru URL

Promo Box

Dimensions: 300x125
Image (static gif): 70x125 @ 4K
Logo (static gif): 125x30 @ 2K
Header: 26 characters
Copy: 150 characters (including spaces)

Multilinks

Image: 60x50 Static Gif (2k)
Copy: 3 separate textlinks
30 characters each
(including spaces)

Sponsored Links

Copy: 40 characters
(including spaces)
Copy cannot use capitalization to emphasize.
Standard use, such as names, places or
brands as registered are acceptable.



SPECIFICATIONS for Expanding Ads

- Placements (***banner, leaderboard, medium rectangle, half-page or wide-skyscraper***) must only expand by user click. When the user rolls off of the expanded area, the ad reverts to its normal size. The expansion should always happen immediately, not confusing the user by delay.
- The expansion should close immediately after the user moves their mouse out of the expanded space. A 'close' button must also be included in which must be located in the expanded area of the ad.
- When closed, the ad must allow users to click on links on the webpage that would otherwise be covered when the ad has expanded.

Being a DHTML creative type, and to allow for testing and implementation, the creative materials must be set up to HaabaMedia 5 working days prior to the campaign start date.

- All ads will be tested by HaabaMedia and any expanding ads that causes instability on the website be will refused.
- If an expanding ad is to contain a form so that a user can submit data to the advertiser, please note the following spec changes:
 1. after rolling over the ad to expand it, the ad can stay open if the user clicks in one of the form fields. In this case, if the user then rolls off the ad, it will not retract.
 2. to retract the ad, there needs to be a 'Close' button. The ad should also retract if the user clicks on the 'Submit' button to send the form data to the advertiser.
 3. the ad will behave like a non-form expanding ad, if the user does not click on one of the form fields.
- Sound can only be implemented within the animation if it is click-initiated and pre-approved by HaabaMedia.
- The animation should not contain strobing effects.
- The creative should not disable fields, functionality on the site or browser back buttons or force any plug-ins to be downloaded.
- HaabaMedia traffic will target browsers that work with the ad through our ad server.



Technical specifications

Medium Rectangle

300x250 pixels

FLASH, GIF, JPG, HTML

Expands left and right to 600x350 pixels

120k Total file size

Half Page

300x600 pixels

FLASH, GIF, JPG, HTML

Expands to the left to 600x600 pixels

100k Total file size

Leaderboard

728x90 pixels

FLASH, GIF, JPG, HTML

Expands down only to 728x270 pixels

120k Total file size

Skyscraper

160x600 pixels

FLASH, GIF, JPG, HTML

Expands left only to 400x600 pixels

120k Total file size

Half Banners

234x60 pixels


FLASH, GIF, JPG, HTML

Expands down only to 234x300 pixels

100k Total file size

Specifications for flash ad and animated gifs

- Flash is used in the banners, skyscrapers and medium rectangles ad spaces on Haaba.com.
- Creatives should be provided in the Flash 8 format.
- Frame rate must be no more than 18fps.
- File size cannot exceed 40K.
- Animation is 3 loops maximum.
- The appropriate click ActionScript code should be inserted into your Flash animation.
- Along with animated gif, the finished creative should be sent to HaabaMedia 5 working days before the placement is due to run. Also, along with a backup gif creative (identical in dimensions and file size), please send the URL for the page you want to link to.

- 
- You will be notified after the creative has been checked by Haaba if any changes need to be made.
 - The animation should not contain strobing effects.
 - Creatives should not disable fields, functionality on the site or browser back buttons or force any plug-ins to be downloaded.
 - A backup GIF must be provided.
 - HaabaMedia traffic will target browsers that work with the ad through our ad server.
 - Newsletter creative cannot be implemented in flash and are limited to animated gifs.

Saving an animated GIF from your Flash file

- The original Flash file should be used to to develop the backup.
- Please ensure that GIF file is the same file size for the ad it is backing up. Animated GIFs tend to have too many frames when published by the Flash development environment, so it may need further editing.



Technical specifications

Specifications for video ad

- video player advertisement
- in-banner video ads
- video player pre-roll
- video content through medium rectangles

Video Player Advertisement

Available Options

1. Standard Flash medium rectangle creative displayed in the media player accompanied by a standard mini rectangle Gif.
2. Pre-Roll TVC video ad displayed in the media player and accompanied by a standard mini rectangle Gif creative.
3. Flash overlay with TVC.

Triggered by an overlay unit. Conforms to streaming video ad specifications. Occupies the bottom 480x45 pixel of the player. Total duration is 15 seconds at 25fps rate displayed from frame #5. Opacity is accepted including 0%. There can be no audio present.

Standard mini rectangle Gif creative is also required for this option.

4. Synchronised TVC and mini rectangle.

480x 337pixel area of the player's canvas to accommodate the flash (.flv) video content. Bottom 41px should not contain animation that interacts with the 300x125pixel mini rectangle creative.

Flash video content will be encoded in different file sizes according to Haaba's requirements and served respective to the user's connection speed.



i. Flash Specification

Medium Rectangle

Dimensions: 300x250pixels

File size: 100K

Duration: up to 15 seconds

Click variable: clickTag

Mini Medium Rectangle

Standard dimension: 300x125pixels

Expanded dimension: 300x296pixels

Standard file size: 20K

Rich flash file size: 100K

ii. Streaming Video

Video Duration up to 30 seconds. Shorter durations preferred.

Aspect Ratio 16:9 ratio recommended. Other ratios will be displayed letterboxed or pillarboxed.

Delivery Format DVCAM, Mini DV, DVD, Beta SP, full resolution AVI with DV compression (or no compression) or full resolution MOV with DV compression (or no compression).

iii. Flash Overlay Unit

Duration 15 seconds at 25fps = 375 frame animation must start on frame #5

Dimensions 480x 54

Opacity is accepted, including 0%

Close Button must be included in top-right corner

Audio This component must not contain audio

Delivery Format both the compiled .swf and the source .fla with ActionScript 2.0



Technical specifications

iv. Tvc and mini rectangle

Video Duration up to 30 seconds. Shorter durations preferred.

File size limitations mini rectangle - backup gif: 20Kmini rectangle - standard flash: 20Kmini rectangle - rich flash: 100K.

Video content file size

Bandwidth	Kb/15	Kb/30
<100 kbps	180k	360K
<200 kbps	365K	730K
300+ kbps	512K	1-24K

Video stage area 480x337pixels, where the bottom 41px cannot contain animation that interacts with the mini rectangle.

In-banner video ads

1. Video can be host or user-initiated up to 30 seconds.
2. For long form in-banner video ads, ads should be up to 2:00.
3. Must have standard controls i.e., play/pause, audio/mute, and stop.
4. Audio must be user-initiated. If expansion is on rollover/mouse-over, audio must be user-initiated on click.
5. For long form in banner, if video is host-initiated, at :30 seconds the video ad should pause and offer the user an opportunity to play the remainder of the video ad.
6. No in-banner video ads will be allowed on the integrated video story pages.
7. Maximum File size: 40k .
8. Polite file size: 80k for flash; 500k/lo bandwidth and 1MB/hi bandwidth for video
9. If video is user-initiated, no 'pause' function required and ad can play the full length
10. All long-form video ads must be tested by and approved by HaabaMedia 5 business days in advance of the placement.



Video Player Pre-Roll

Displayed before a video or audio clip as 1 advert per every 3 content clips.

Two formats are supported: Flash and Streaming Video.

Flash Specifications

File size: Maximum of 100K

Dimensions: 300x250pixels

Duration: up to 15 seconds

Creatives/Animation:

1. The animation should not contain strobing effects.
2. Creatives must respond correctly to JavaScript Play and Stop commands.
3. Both .swf and .fla files must be provided.
4. Ensure there are no nested movie clips that play automatically on the first frame of the main timeline. This includes any ActionScript, active on the first frame of the main timeline, which plays any timeline within the Flash file.
5. Insert the appropriate 'clickthru' ActionScript code into your Flash animation.

Sound should be implemented within the animation of the creative. However, no audio can play until the Play command has been called and must stop when the Stop command is called.

Streaming Video Specifications

Video Duration up to 30 seconds.

Aspect Ratio: We recommend that ads be supplied in 16:9 format. When there is a disparity between ratios, ads will be displayed letterboxed or pillarboxed.

Delivery Format: DVCAM, Mini DV, DVD, Beta SP, full resolution AVI with DV compression (or no compression) or full resolution MOV with DV compression (or no compression).



Technical specifications

Video content through Medium Rectangles

Video Medium Rectangles use a third-party ad server to present your video through a medium rectangle ad format.

Broadband Specifications

Users with a broadband connection will receive a video medium rectangle ad with the following specifications:

1. Gif File (30K): a gif file served to users into the ad space who do not have the latest macromedia Flash plug-in.
2. Default Flash (30K): A standard flash movie that is served into the web page's ad space.
3. Rich Flash (up to 1 Mb): A heavier flash file that loads politely after the page has fully downloaded. When it has fully loaded it replaces the default flash file.

Narrowband Specifications

1. Gif File (15K): A gif file served to users into the ad space who do not have the latest macromedia Flash plug-in.
2. Default Flash (30K): A standard flash movie that is served into the web page's ad space.

General Specifications

1. **Dimensions:** 300x250pixels.
2. Must have standard controls for the user to start, stop or pause the video animation.
3. **Sound** must be click initiated (when the ad begins playing, the sound should be off).

An on/off sound button must be included, so that the user has complete control over the ad's audio.

4. Video plays automatically in the first instance. For the second and subsequent appearances, the non-video flash ad appears with a call-to-action for the user to then load and play the video. The call-to-action can be rollover or click.



over the page (OTP) ads specifications

1. The size of the moving DHTML creative should remain inside the specified area of 500x500 pixels.
2. The creative must be fully opaque within the 500x500 pixel block. A solid colour background should be placed behind the animation.
3. The maximum file size is 100k.
4. The creative should load and appear immediately after the page's content has finished loading.
5. Sound can be included in the OTP, but it must be user-initiated via mouse-click. The sound cannot play automatically when the ad first appears.
6. The 500x500 OTP closes after the DHTML activity has stopped, and resolves back to a medium rectangle, banner or leaderboard space.
7. A "close" button must also be shown in the top-right corner throughout, so the user can end the animation at any time.
8. All movement outside standard banner spaces should be completed within 5 seconds and resolve back to the leave-behind creative space.
9. The OTP ad will typically be restricted to serving to one unique user per day, for all other instances, the leave-behind ad will appear.
10. HaabaMedia will not accept transitional ads that appear over the page upon site entry.
11. A completely separate backup ad needs to be sent to HaabaMedia and built to our specification. The backup ad is to be the same size as the reminder ad in the third-party system (banner, leaderboard or medium rectangle etc).
12. To allow for testing and implementation, the creative materials must be delivered to HMedia 5 business days prior to the placement start date.



Technical specifications

Pop-under ads Specifications

File size: 30K/40k

Dimensions: 300x250/720x300

Looping: Continuous

1. Only one pop-under can be running on a Fairfax Digital page at any one time. This will be controlled by the Fairfax Digital ad server
2. Pop-uppers will be frequency capped to appear once per user per day, by default, but other frequencies can be implemented.
3. Creative should be provided in the Flash 8 format, or can be an animated GIF or HTML.
4. A backup GIF must be provided for flash creatives.
5. Sound can only be implemented within the animation if it is click-initiated and pre-approved by HaabaMedia.



Haaba creatives

A value added service, Haaba Creatives is an independent team set to provide excellence in strategic media solutions, working directly with you to create impactful and strategic advertising solutions.

Haaba Creatives makes its services available to:

- 1. Clients without an advertising agency/design studio.**
- 2. Clients who need changes/ edits made on material already developed.**
- 3. Clients who require news material to be built and integrated into an ongoing campaign.**

STEPS

1. Provide a creative brief.
2. Following a review of the brief a quote and production timeline is sent to the client.
3. A first draft of concept is produced upon the approval of the quote and presented to the client for their input and comments. Any requested amendments is effected by Haaba Creatives.
4. A second draft is then produced and presented to the client for review if necessary.
5. A final version is produced and presented to the client for approval.
6. Once approved the material is sent to traffic for placement.

Note: All communications between the client and Haaba Creatives should pass through an account executive of HaabaMedia



HaabaMedia

An independent advertising arm of Haaba Communications, HaabaMedia is an interactive ad marketplace for advertisers, publishers and Web users.

Offering a transparent, open platform for stakeholders in the online media industry, HaabaMedia also regulates all advertising processes and communication on the Haaba network.

Providing advertisers with a one-stop solution for all their online media requirements, HaabaMedia focuses on providing complete solutions that are media neutral, considering media channels on their merits of delivering against clients' objectives.

Applying creativity in every quality enhancing solutions we give our clients, we guarantee greater value for their money.

With a commitment to research-based media planning as the way to build global brands, HaabaMedia is managed by well trained and creatively driven people.

The HaabaMedia team works directly with clients to create strategic and targeted advertising solutions. Haaba treats every brand uniquely so as to ensure that its quality, strength and depth is clearly expressed.

HaabaMedia offers its services to other organisations for advertising, media and marketing consultancy.

HaabaMedia's solution(s) are cost effective, yet giving maximum impact to brands.



Value added services

At Haaba, we constantly seek to make your advertising experience easy and rewarding. We offer you a peace of mind that comes from the assurance that placing your ads on Haaba.com guarantees maximum exposure to the specific global audience you target.

Using new technologies and prime advertising placements that give your message the greatest possible impact, we deliver information faster, giving your ads high exposure to your target audience and allowing for the greatest possible impact.

With excellent customer relations staff and reliable top notch services, we are poised to give you on-hand technical support and the highest quality of design and functionality at low cost that you cannot find anywhere else.

With our in-house creative unit, we offer you bespoke solutions to media, creative challenges and marketing challenges, with a 24hour response rate.

Our implementation, tracking and execution process leaves nothing to chance, with attention paid to the minutest detail.

At Haaba, we have successfully set a standard of excellence, building long-term strategic partnerships in the advertising industry.



Advertising terms and conditions

These terms apply to all advertising provided to any person (an 'Advertiser') by Haaba Ltd ACN 132 743 830 or any of its subsidiaries (referred herein as 'HaabaMedia').

The advertising inventory in this contract is for use solely by the Advertiser and may not be used by any third party.

ADVERTISING

Publication

1. Subject to the terms listed herein, HaabaMedia will within its capabilities publish advertising submitted by advertisers in the format submitted by the advertiser and in accordance with the placement instructions of the advertiser.
2. Advertiser grants HaabaMedia a worldwide, royalty-free, non-exclusive, irrevocable licence to publish, and to sub-licence the publication of, the advertising in any form and in any medium. HaabaMedia may publish print advertising online or vice versa. Advertiser warrants that it has the right and authority to grant HaabaMedia such licence.

Refusal

1. Neither these terms nor any written or verbal quotation by HaabaMedia represent an offer to publish advertising. A binding contract in relation to a request for advertising will only be formed between HaabaMedia and an advertiser when HaabaMedia accepts the advertising in writing and generates a tax invoice for that advertising.
2. If a contract has been drawn in accordance with the above clause, HaabaMedia reserves the right to reject or discontinue advertisements at any time without giving reasons (even if advertising had previously been published by HaabaMedia). In such event, advertiser will be responsible for only a pro-rata portion of payments due hereunder, based on impressions delivered.

Variation in Format and Placement

HaabaMedia reserves the right to vary the placement of advertising within the Haaba website.

HaabaMedia will endeavour to notify the advertiser of any such changes. However, except otherwise stated, HaabaMedia will not be liable for any costs, expenses, losses or damages suffered or incurred by the advertiser arising from HaabaMedia's failure to publish advertising in accordance with advertiser's request.



Advertising terms and conditions

Submission of Advertiser's Material

1. All advertising materials (including rich media) must comply with HaabaMedia's advertising specifications, which are available on request.
2. HaabaMedia requires that all creative materials and a click-through URL be submitted to HaabaMedia at least 5 working days before the scheduled publication date. HaabaMedia reserves the right to charge advertiser for advertising cancelled on less than 30 days notice or if creative materials are not submitted in accordance with HaabaMedia's specifications.
3. HaabaMedia will measure online display and banner advertising (including impressions delivered and clicks achieved) through its own ad-serving systems. Results from advertiser or third party ad-servers will not be accepted for the purposes of HaabaMedia's billing and assessment of advertising.
4. HaabaMedia will not be liable for any loss, damages or liabilities arising from a failure of the internet or any telecommunications structure.
5. HaabaMedia may at its discretion include additional features or inclusions such as third party advertisements within online classified advertising.
6. HaabaMedia requires that the advertising and publication by HaabaMedia of the advertising material does not breach or infringe:
 - (a) any Trade Practices Act
 - (b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
 - (c) any law of defamation, obscenity or contempt of any court or tribunal
 - (d) any financial services law
 - (e) or any other law or applicable code
7. HaabaMedia requires that in respect of advertising material that contains the name, or photograph or pictorial representation of any person and/or any copy by which any person can be identified, the advertiser has obtained the permission of that person to make use of his/her name or representation or the copy.
8. HaabaMedia requires that advertisers submit materials for publication that contains contact details for the advertiser. Contact details must include the full name and street address of the advertiser. Post office box and email addresses alone are insufficient.
9. If an advertiser submits a material that looks, in HaabaMedia's opinion, like an editorial, HaabaMedia retains exclusive right to publish the material under the heading 'Advertising' and with a border distinguishing it from an editorial.
10. HaabaMedia will endeavour to take reasonable care of advertising material in its custody and control, but will not be responsible for any loss or damage to advertising material.
11. If an advertiser submits advertising material electronically, the material should comply with HaabaMedia's specifications. HaabaMedia may reject the advertising material if it is not submitted in accordance with said specifications.



12. Advertising material delivered digitally to HaabaMedia will only be accepted if the file includes the correct HaabaMedia acceptance number.

Errors

1. In such, the advertiser must promptly:
 - (a) check proofs of advertising material, if these are provided to the advertiser by HaabaMedia.
 - (b) notify HaabaMedia of any errors in the proofs or any published advertising.
2. HaabaMedia does not accept responsibility for any errors in advertising placed over the telephone.
3. If an advertiser wishes to make a claim on HaabaMedia for credit, re-publication or any other remedy in respect of advertising, the advertiser must send the claim in writing to HaabaMedia no later than 30 days after the date of the tax invoice or date of publication of the Advertising (whichever is earlier).

HaabaMedia will only investigate complaints during normal office hours (9am to 5pm, Monday to Friday excluding public holidays).

PAYMENT

1. The advertiser should pay for advertising:
 - (a) by pre-payment, if so required by HaabaMedia;
 - (b) if advertising on account, within 7 days after the date of the invoice;
 - (c) within 30 days after the date of the invoice if a commercial account has been established with HaabaMedia.
2. The advertiser should pay:
 - (a) for advertising in accordance with the size of the advertising material lodged by the advertiser, or the advertising space ordered by the advertiser, whichever is greater. If advertiser fails to provide the copy or material for space that is booked, advertiser will still be charged unless a cancellation is approved by HaabaMedia
 - (b) the full price for advertising even if HaabaMedia has exercised its right to vary the format or placement of the advertising and even if there is an error or omission in the advertising (unless the error or omission was the fault of HaabaMedia).
 - (c) any electronic transmission costs.
3. The advertiser should pay for advertising at the rates in HaabaMedia's ratecard, unless otherwise agreed. Ratecard rates may be varied at any time by HaabaMedia without notice.
4. The advertiser eligibility for discounts and rebates will be based on the advertiser's exclusive advertising spend.
5. HaabaMedia may grant, deny or withdraw credit to an advertiser at any time at its discretion.



Advertising terms and conditions

6. The advertiser must ensure that its account number is available only to those of its employees authorised to use it. The advertiser acknowledges that it will be liable for all advertising requested with the quotation of the customer's account number.
7. If an advertiser fails to pay for advertising or suffers an insolvency event, HaabaMedia may (in its discretion and without limitation):
 - (a) cancel any provision of credit to the advertiser;
 - (b) require cash pre-payment for further advertising;
 - (c) take proceedings against the advertiser for any outstanding amounts;
 - (d) recover from the advertiser all costs relating to any action taken by HaabaMedia to recover amounts owing for advertising, including without limitation any mercantile agency costs and legal costs on a full indemnity basis;
 - (e) cease publication of any further advertising on behalf of the advertiser and terminate any agreement in relation to advertising not yet published;
 - (g) exercise any other rights at law.
8. HaabaMedia reserves the right to withhold any discounts or rebates if the advertiser fails to comply with its payment obligations.
9. A written statement of debt duly signed by an authorised employee of HaabaMedia shall be prima facie evidence and proof of the amount owed by the advertiser to HaabaMedia.

LIABILITY

1. The advertiser acknowledges that it has not relied on any advice given or representation made by or on behalf of HaabaMedia in connection with the advertising.
2. HaabaMedia excludes all implied conditions and warranties from these terms, except any condition or warranty which cannot by law be excluded.
3. HaabaMedia limits its liability:
 - (a) for breach of any non-excludable condition (to the extent that liability for such breach can by law be limited),
 - (b) for any other error or omission in published advertising caused by HaabaMedia, at HaabaMedia's option, to re-supply of the advertising affected by the breach, or payment of the cost of re-supply.
4. HaabaMedia excludes all other liability to the advertiser for any costs, expenses, losses and damages suffered or incurred by the advertiser in connection with these terms and any advertising published by HaabaMedia, whether that liability arises in contract, tort (including by HaabaMedia's negligence) or under statute. Without limitation, HaabaMedia will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.
5. The advertiser indemnifies HaabaMedia and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the advertiser's breach of these terms and any negligent or unlawful act or omission of the advertiser in connection with the advertising.



CONFIDENTIALITY

1. HaabaMedia collects advertiser's personal information to provide the advertising to the advertiser and for invoicing purposes. HaabaMedia may disclose this personal information to its related companies and other third parties as part of provision of the advertising. Otherwise, both parties will keep the existence and terms of the Insertion Order confidential and neither party will publish any press release related hereto without the prior written consent of the other party.

MISCELLANEOUS

1. The terms outlined herein, together with any other written agreement between the advertiser and HaabaMedia relating to these terms, sets forth the entire agreement between the advertiser and HaabaMedia with respect to the transactions set forth herein, and supersedes any and all prior agreements of HaabaMedia or advertiser with respect to such transactions. The terms cannot be varied except in writing by an authorised officer of HaabaMedia. No purchase order or other document issued by the advertiser will vary these terms.
2. If an advertising agency agrees to this terms and conditions outlined on behalf of advertiser, the agency thereby represents and warrants that it has full authority to bind advertiser to the terms of the terms herein and that it will ensure that advertiser complies with all such terms.
3. HaabaMedia will not be liable for any delay or failure to publish advertising caused by a factor outside HaabaMedia's reasonable control (including but not limited to any act of God, war, industrial dispute, electricity failure, governmental or legal restraint).
4. HaabaMedia may serve any notice or court documents on an advertiser by forwarding them by pre-paid post or facsimile to the last known address of the advertiser.
5. The terms and conditions herein shall be interpreted, construed and enforced in accordance with the laws of the Federal Republic of Nigeria, except for its conflicts of laws principles. Advertiser hereby irrevocably consents to the exclusive jurisdiction of the federal courts situated in the Federal Republic of Nigeria in connection with any action arising from a breach of this terms and conditions.

Contacts

Information and Advertising Contacts

Okechukwu Martins
m.okechukwu@haabamedia.com

Ovbigbahon Franklyn
f.ovbigbahon@haabamedia.com

Press Selobar
p.selobar@haabamedia.com

Contact Details

Nigeria

Haaba Communications Limited
74, Oduduwa Way,
GRA Ikeja,
Lagos, Nigeria
Phone: + 234 1 665 3621; +234 1 739 1537

Australia

Haaba Communications Limited
GPO Box 2511
Sydney, NSW 2001,
Australia
Phone: + 61 2 8221 9701

info@haabamedia.com
www.haabamedia.com
www.haaba.com

