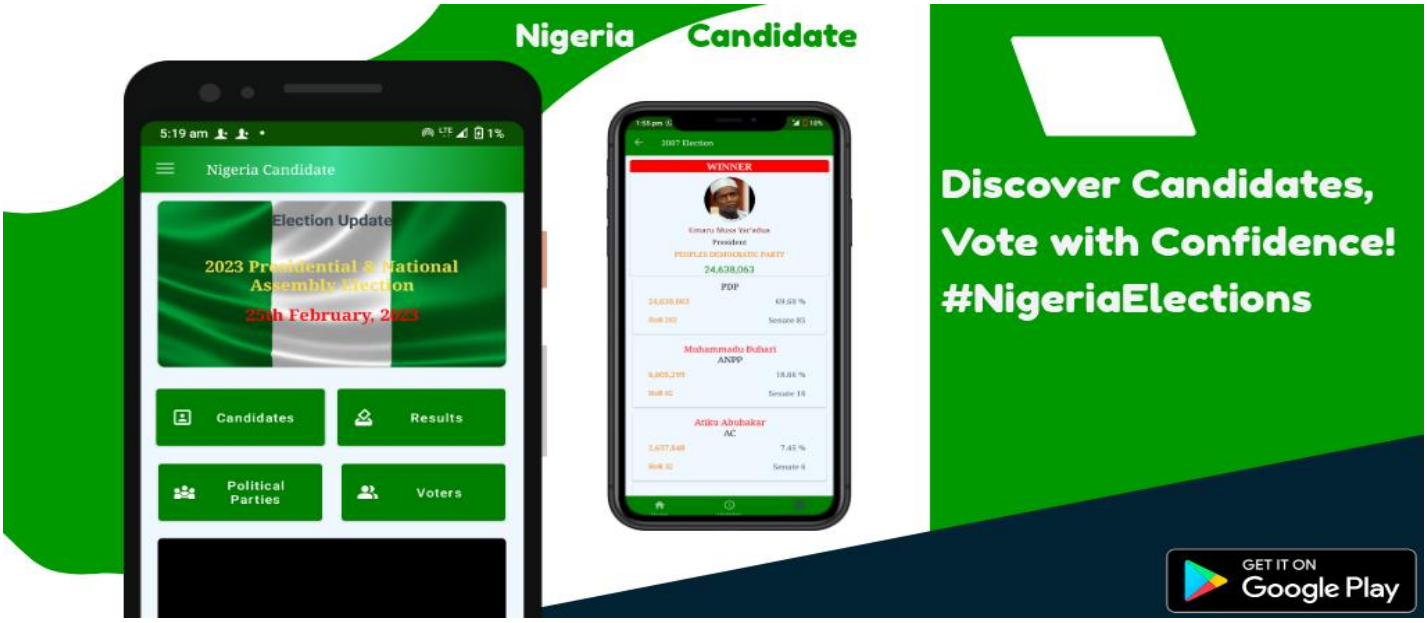
Media Kit

Nigeria Candidate App

Powered by Reachpas ITS

Connect with Nigeria's Growing Political Audience



About Nigerian Candidate

The **Nigerian Candidate** app, published by **Reachpas ITS**, is Nigeria's emerging platform for election-related content, offering users news, candidate profiles, and voter education tools. Available on the Google Play Store, we're building a community of politically engaged Nigerians, perfect for targeted advertising.

Why Advertise with Us?

- **Niche Audience**: Reach Nigeria's politically active citizens, including voters and advocates.
- **Affordable Ads**: Our slider image ads with website redirects offer high visibility at budget-friendly rates.
- **Growing Platform**: Be an early adopter and grow with us as we expand ahead of Nigeria's next elections.
- **Trusted Publisher**: Backed by **Reachpas ITS**, a registered Nigerian company committed to civic engagement.

Audience Snapshot

- **Monthly Active Users**: growing monthly
- **Monthly Impressions**: 10,000–50,000 per slide
- **Demographics**:
    - Age: 18–35 (core audience: young, politically engaged Nigerians)
    - Interests: Elections, governance, civic participation
- **Engagement**: Users spend 2–5 minutes per session, with growing retention.
- **Device**: Primarily Android via Google Play Store.

Advertising Opportunities

Slider Image Ads with Redirecting Links

Our slider ads are high-impact, on-screen placements that drive traffic to your website. Perfect for campaigns, businesses, or causes targeting Nigeria's political audience.

Features

- Prominent Placement: Sliders appear on the home and other fragments for maximum visibility.
- Direct Links: Drive users to your website with one tap.
- Flexible Terms: Choose annual, or quarterly placements.

Specifications

- Ad Format: Image (1080x1920 pixels, PNG/JPEG)
- File Size: Max 2MB
- Link: One redirect URL per ad (Google Play-compliant)
- Content: Must align with our non-partisan policy, election-focused mission.

Pricing

- Standard Tier: ₦3,450,000 per slide per annum or ₦900,000 per quarter.
- Early Adopter Discount: 10% off for first-year advertisers or multi-slide bundles. Contact us for custom packages.

Expected Performance

- Impressions: min 10,000 per month per slide.
- Click-Through Rate: 1–3%.
- Traffic: Drive targeted visitors to your website, with conversions depending on your landing page.

Who Should Advertise?

- Local Political Campaigns: Promote candidates or voter mobilization.
- NGOs: Share voter education or civic engagement messages.
- Small Businesses: Reach politically engaged consumers (e.g., printing, event services).
- Bloggers/Influencers: Drive traffic to political content or brands.
- Community Groups: Amplify civic initiatives or events.

Why Choose Us?

- Targeted Reach: Connect with Nigeria's political audience.
- Affordable Entry: Budget-friendly rates for small organizations.
- Growth Opportunity: Partner with an emerging app poised for growth.
- Transparent Results: Track ad performance with clear metrics.

About Reachpas ITS

Reachpas ITS is a registered Nigerian company dedicated to innovative digital solutions for civic engagement. The **Nigeria Candidate** app is our flagship platform, empowering Nigerians with reliable election information.

Get Started

1. **Reach Out**: Email contact@reachpas.com or call +234 907 482 4906 to discuss your campaign.
2. **Submit Ad**: Share your ad creative and redirect URL.
3. **Go Live**: Ads launch within 48 hours of approval.
4. **Track Success**: Receive monthly impression and click reports.

Contact Us

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- Phone: +234 907 482 4906
- X: @ReachpasITS
- Website: https://reachpas.com