

Dar Property™

East Africa's Ultimate Property Guide.

THE RATE CARD



Magazine



Expo



Digital Platform



Insurance



MAGAZINE RATES

Size and Space	Price in TZS	Price in KES	Price in USD
Front Cover page + One Full page	3,000,000/=	150,000/=	\$1500
Double Spread	2,400,000/=	120,000/=	\$1200
Full Page : A4. 21cmX30cm	1,300,000/=	65,000/=	\$650
Half page: A5. <small>10cmX30cm 21cmX15cm</small>	850,000/=	42,500/=	\$425
Quarter page. 10cmX30cm	460,000/=	23,000/=	\$230
Back Cover Page	1,900,000/=	95,000/=	\$950
Inside Front Page	2,200,000/=	110,000/=	\$1100
Inside Back Page	1,800,000/=	90,000/=	\$900
Front Page Strip: Upper Space	680,000/=	34,000/=	\$340
Front Page Strip: Footer Space <small>3cmX21cm</small>	640,000/=	32,000/=	\$320
Inside Page Strip: <small>4cmX21cm</small>	400,000/=	20,000/=	\$200
Eye Piece : Front Page	550,000/=	27,500/=	\$225
Classifieds	50,000/=	2,400/=	\$24

DISCOUNTS

Above 3 insertions 5% | Above 6 insertions 10% | Over 10 insertions 20%

*VAT exclusive.

REQUIREMENT:

Artwork accepted ; pdf, tiff, jpg format size at least 300dpi - 3mm bleed

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WEBSITE ADVERTISING

Pixel	Time	Price for Impression	Click Through Time Rate
Main Slide Show 960x400 Pixel 	USD. 9 Per Day	USD 0.05 Per Impression	0.4 USD. Per Click
Side Banner 120x 360 	USD. 6 Per Day	USD 0.04 Per Impression	0.4 USD. Per Click
Lower Banner 566x343 Pixel 	USD. 6 Per Day	USD 0.04 Per Impression	0.4 USD. Per Click

OTHER DIGITAL SOLUTIONS

Bulk Branded SMS:

Your name appear as a Sender

- 1 - 100sms → USD20
- 100 - 500 → 0.03per sms
- 500 - 1000 → 0.025per sms
- Over - 1000 → 0.020per sms

"The Equivalent of the local currency is also accepted at the agreed rate"

Bulk Branded Email Shots:

Bulk email shots USD 70 Reach over 10.000 Recipients

**Customizable reach is also available
Contact our Account Executive for Detail:**

INSURANCE PRODUCTS

Domestic	Property	Contractor All Rsk	Motor	Bonds
				

WHY ADVERTISE

THE DARPROPERTY ADVERTISING

The Darproperty is the premiere property and real estate free publication in the country. The Darproperty magazine has solved the hassles and time for one who searches for a property to be used for commercial or residential purposes and also providing real time information about the industry and market insights. The Darproperty has also been a potent marketing tool for Property developers, Landlords and Realtors. With a circulation of more than 10,000 copies every month. The Darproperty Magazine is an ideal marketing tool to reach active consumers in property related products and services such as mortgage lenders, fencing, security, roofing, pools, curtains, tiles, furnishes, water tanks, gardening, generators and interior design.

Readership/Target

The Darproperty Magazine enjoys appreciations from:

- Property seekers
- Property Developers
- Investors
- Real estate agents, valuers and traders
- Financial Researchers and analysts

The **Darproperty Magazine** has always been reviewing its circulation point to see that it targets the niche market with highest precision.

- Going online. The magazine can be read online through our web page, mobile apps, and through social media fan pages therefore increase our readership and the mileage for your advert.

PSYCHOGRAPHICS: Reader Profile

The magazine's unique feature has made it to be appreciated by savvy consumers aged 24 to 56 years who are the decision makers and knowledge hungry. They are also.

- Educated and exposed
- Financially stable
- Trendy
- Motivated

The **Darproperty Magazine** is distributed in Dar es Salaam, Arusha, Mwanza, Nairobi, Kigali and Zanzibar in place such as:

- All shopping Malls
- All premium supermarkets
- Renowned offices and hotels
- All Major Real estate Agents
- All major Bookshops

Terms & Conditions

PAYMENT First payment is due prior to publication. Thereafter, all invoices are due net 30 days, unless otherwise specified. Accounts are considered past due on the 31st day and will be subject to a 1.5% monthly finance charge on the unpaid balance. Accounts that are net 90 days are required to submit payment in advance for future orders.

AGENCY BILLING Agencies are liable for full payment of all ads they contract.

DISCOUNTS Discounts are based on total annual media commitment per your contract. Advertisers will be short-rated if the original commitment is not met within the designated time period.

POSITIONS Special positions may be granted by your account executive based on availability. There is an additional surcharge to guarantee a preferred position.

RESPONSIBILITIES Darproperty Tanzania Ltd. reserves the right to reject any advertisement for any reason. Darproperty Tanzania Ltd. is not liable for any costs associated with an advertisement that has been rejected. Advertisers and agencies are responsible for any and all claims made against Darproperty Tanzania Ltd, its officers or employees. Liability for errors shall not exceed the cost of advertising space. Claims must be made within 10 days of publication. Darproperty (T). Co. shall not be liable for any subsequent or indirect damage due to loss of business or profits.

INDEMNIFICATION In conjunction with Darproperty Tanzania Ltd's acceptance of any ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Darproperty, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication or broadcast of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

RATE CHANGES Darproperty Tanzania Ltd. reserves the right to change rates without advance notice.

CONFLICT OF INTEREST {Darproperty Tanzania Ltd.} reserves the right to refuse ad space to organizations that are in competition with any divisions of Darproperty Co.

RESTRICTIONS Any ads that attempt to mirror the format of the publication are not permitted. Darproperty Tanzania Ltd reserves the right to put the word "Advertisement" on any ad which Darproperty. believes resembles editorial matter. We reserve the right to slow the pane rotation time on any online banner that could cause a negative user experience.

SPECIAL SERVICES A net non-commissionable charge will apply to any materials requiring additional preparation, or for the making of a proof, if requested.

INSERTS Please contact your designated account executive for specifications. A sample of an insert **MUST** be approved by the Darproperty Tanzania. Ltd production manager before an insert is placed.

CANCELLATION Neither the advertiser nor its agency may cancel nor make changes to an insertion order after the closing date. Cancellation must be in writing, and nothing is considered accepted until confirmed in writing by your account executive.

RETURN POLICY Advertisers who wish to have original art returned should include a self-addressed label with the artwork. Unless instructed otherwise, ad material will be discarded after 12 months.

EDITORIAL CONTENT Darproperty Tanzania Ltd. reserves the right to make changes to the editorial content without providing notice to advertisers.

These terms and conditions may change without notice at any time. Changes will be published on Darproperty.co.tz