

Advertising Rate Card

Put your brand in front of readers who follow African stories. Choose the format that fits your goal and send us a message to book.

2026

Display advertising Banner ads are our most popular option

AD OPTION	PLACEMENT AND SIZE	PER WEEK	PER MONTH
MOST POPULAR Banner ads	Homepage and article pages 728 × 90 on desktop and 320 × 50 on mobile	KES 12,000	KES 30,000
Ads inside stories	Within the article text, where readers are focused on the story 300 × 250	KES 8,000	KES 20,000
Footer ads	Bottom of every page 728 × 90 on desktop and 320 × 50 on mobile	KES 4,000	KES 10,000

Content and newsletter Reach readers in a story or an email

AD OPTION	WHAT YOU GET	PRICE
Sponsored story Supplied by you	You send the story. Our editors review it and publish it on Ascendant Africa with a Sponsored label.	KES 15,000 per story
Sponsored story Written by us	A story about your work, written with our editors and published on Ascendant Africa. It stays on the site and is shared on our social channels.	KES 30,000 per story
Newsletter sponsorship	Your message in the Ascendant Brief, placed where subscribers read first.	KES 10,000 per issue
Press release publishing	Your announcement reviewed and published in our newsroom with a clear source label.	KES 7,500 per release

Our promise to sponsors and readers

Clearly labelled

All paid content carries a visible Sponsored label so readers always know what they are reading.

Independent newsroom

Our newsroom decides what we report. Advertisers do not edit our news coverage.

Results you can see

We share the results of your campaign when it ends.

Terms

Simple rules for every campaign

- Prices are in Kenya shillings and exclude applicable taxes.
- Send artwork in JPG, PNG or GIF format at the sizes shown on the previous page.
- All paid content carries a visible Sponsored label.
- We may decline content that is misleading or harmful.
- Our newsroom decides what we report.
- We share the results of your campaign when it ends.

How to book

Email us and we will reply to every enquiry

ADVERTISING

advertise@ascendant.africa

Banner, in-story and footer ads, sponsored stories and newsletter sponsorship.

GENERAL ENQUIRIES

info@ascendant.africa

Press releases, partnerships and any other question.