



RATE CARD

&

ADVERT PLACEMENT

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Introduction

Welcome to our comprehensive rate card for advertising services! As a dedicated advocate for healthcare and career advancement, we offer unique opportunities for brands to reach a highly engaged and diverse audience through our podcast, newsletter, and social media channels. With a proven track record of delivering impactful content and driving meaningful engagement, we are excited to partner with you to amplify your brand's message and connect with your target audience.

Whether you're looking to promote your healthcare innovations, career development programs, or any other products and services, our advertising solutions are designed to meet your needs. Our offerings span various platforms, including in-depth features in our well-read newsletter, dynamic spots in our widely listened-to podcast, and engaging posts across our influential social media channels.

We understand the importance of effective advertising and strive to provide tailored solutions that align with your marketing goals. Our rate card outlines the different advertising tiers available, ensuring you can find the perfect fit for your budget and objectives. We are committed to transparency, quality, and delivering value to our partners.

Explore the options below and discover how we can help you achieve your marketing goals. For custom packages or further inquiries, please do not hesitate to reach out. We look forward to collaborating with you and driving success for your brand!

About Us

We are a team of healthcare professionals, digital creatives and producers whose skills are matched with passion and dedication. Our brand is committed to providing valuable content in the healthcare and career development sectors. We reach a diverse and engaged audience across multiple platforms:

- **Spotify Podcast:** [Behind The Scenes In Health with Dr Ron](#) with 74 followers and 1,315 plays.
- **YouTube Channel:** [Behind The Scenes In Health with Dr Ron](#) with 1,211 subscribers and 42,408 views.
- **Newsletter:** [Behind The Scenes In Health with Dr Ron](#) with 6,151 subscribers and an open rate of 35%.
- **TikTok:** [@BTSInHealth](#) with 292 followers and over 40,000 views.

We have built a trusted community that values our insights and recommendations.

Advertising Opportunities

We offer a range of advertising opportunities across our platforms to suit your needs and budget:

Service	Description	Position	Rate
Newsletter Advertising			
Basic Placement	Text ad with a link (up to 100 words)	End of the Newsletter	N50,000 per issue
Basic Placement	Text ad with a link (up to 100 words)	Top of Newsletter	N70,000 per issue
Featured Placement	Banner ad with a link (600x200 pixels)	Middle of the newsletter	N100,000 per issue
Featured Placement	Banner ad with a link (600x200 pixels)	Top of Newsletter	N120,000 per issue
Premium Placement	Banner ad with a link (600x200 pixels) + Featured Article (up to 500 words)	Top of the newsletter	N160,000 per issue
Podcast Advertising (YouTube & Spotify)			
Pre-Roll	30-second ad at the beginning of the podcast	N/A	N75,000 per episode
Mid-Roll	60-second ad in the middle of the podcast	N/A	N100,000 per episode
Post-Roll	30-second ad at the end of the podcast	N/A	N50,000 per episode
Podcast Interview	45 mins to 1hr interview to discuss your product or business	N/A	N250,000
Sponsorship	Mention as the episode sponsor at the beginning and end + 60-second mid-roll ad	N/A	N200,000 per episode

Influencer Marketing

Dr. Ron (@ronikpe)

Ronald is a digital health enthusiast and content creator with over two years' experience in content creation, and health information communication, gained from offline and online campaigns. he has a certificate in digital marketing from Google and Hubspot academy, and uses his knowledge to help health startups tell their stories especially on various social media platforms including twitter, instagram, and LinkedIn. He has been featured in the Punch

newspapers where he spoke about various health challenges. he has also been a guest on Pinnacle Radio, TVC, Jordan Fm and other stations where he addressed various health issues.

He is the writer of the captivating twitter medical story series #TalesOfDrRon where he passes important medical facts in a very relatable way that positively impacts his audience.

Genres

- Healthcare
- Health Tech
- Alternative Careers
- Lifestyle
- Health Education & Awareness

Platform	No of Followers	Impressions (Monthly)	Engagement
Twitter	19,000	100,000	40%
LinkedIn	4,104	6,846	57.10%

Cost of Engagement

Service	Description	Position	Rate
IG Live	Live video session	N/A	N150,000 per hour
Picture IG Post	Single image / multiple images post with caption and link	N/A	N100,000
Video IG Post	Up to 10 images or videos in a single post	N/A	N150,000
Twitter			
Tweet	Single tweet with text, image, or video	N/A	N30,000
Tweet Chat	Tweet chat conversation with brand	N/A	N100,000 per hour
Twitter Spaces Hosting	1 hr session	N/A	N150,000 per hour
Thread	Thread of up to 5 - 10 tweets	N/A	N100,000
LinkedIn			
Single Post	Single post with text, image, or video	N/A	N30,000
Product Review Article/ Article	Long-form article (up to 500 words) published on LinkedIn	N/A	N100,000
Webinars			
Public Speaking Engagement	This involves speaking at webinars, facilitating events and sessions.	N/A	N100,000 per hour

Terms and Conditions

1. **Payment Terms:** Payment is due in full before the advertisement goes live. We accept payments via bank transfer or PayPal.
2. **Content Approval:** All advertising content is subject to approval. We reserve the right to reject any content that does not align with our values or audience.
3. **Cancellation Policy:** Cancellations must be made at least 7 days prior to the scheduled publication date. Cancellations made after this period will not be refunded.
4. **Ad Changes:** Any changes to the ad content must be submitted at least 3 days before the scheduled publication date.
5. **Performance Metrics:** We will provide basic performance metrics (e.g., reach, clicks) upon request.
6. **Responsibility:** We are not responsible for any claims or representations made in the advertisements.
7. **Compliance:** Advertisers must ensure that all content complies with relevant laws and regulations.

Contact Us

For custom packages or further inquiries, please contact us at admin@mrimedec.com or 08034348145

Appendix

Some of our past clients

- Wellvis
- My-Medicines
- Doctoor
- Maltina
- Close Up
- Fresh Forte

- QuickTeller
- Nigerian Medical Association (NMA)
- Nigerian Institute of Medical Research (NIMR)
- MedPlus
- Otrac
- Eco Africa