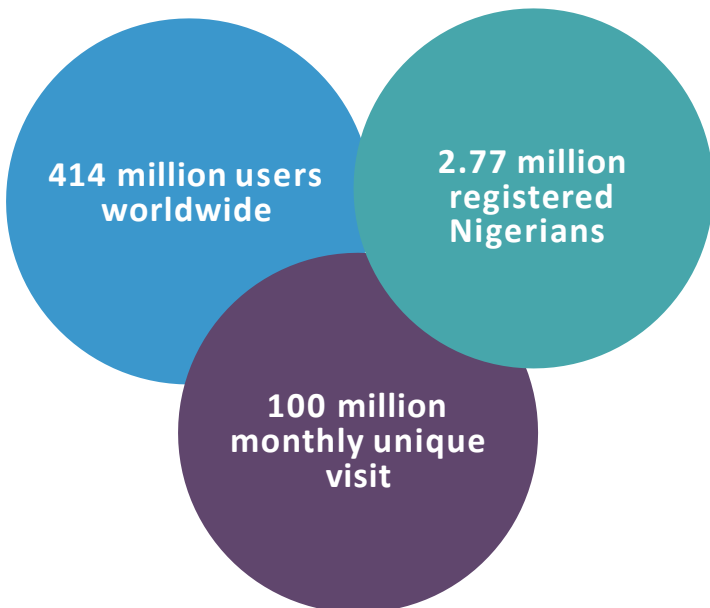




LinkedIn is the world's largest business oriented social networking site founded in 2003, it is mainly used for professional networking.

As of February 2016, LinkedIn has over 414 million registered users, spanning more than 200 countries and territories across the globe. LinkedIn has 15 million daily profile view and 100 million monthly unique visits with 3.7 billion monthly page views. In Nigeria, there are 2.2 million registered professionals on LinkedIn by December 2015.



8th
most visited
site in Nigeria



2
users register
per second

Advertising Opportunity

LinkedIn offers advertisers a unique marketing solution. The advertisers have the opportunity to market themselves to broad social and professional network and if required they can target their marketing campaign to reach specific professionals within a wide range of possible demographic options.

Standard
Display ads

Spotlight
ads

In-mails

Sponsored
Updates

Follower
Ads

Display ads



In-mails



Sponsored Updates



Follower ads



For more Information,
Please contact
sales@roidigital.com.ng
or call 01-4536697
to get prices for all advert format.

Ad Type, Format & Rate Card

AD TYPE	TARGET	SIZES	COST/CPM
Display	ROP/In-Crowd	300x 250 160x 600	\$10 - \$13
Spotlight Ads	ROP/In-Crowd/CS	300x 250 160x 600	On request
Sponsored In-mail	-	-	On request
Sponsored Update	-	-	On request
Follower Ads	-	-	On request

*Note

- CS-Custom Segment
- ROP: Run on Professional
- Minimum spend of \$4,000 per IO/Brand