

KMTV NEWS

Put your brand inside Liberia's daily conversation.

Digital advertising, Live TV sponsorship, and sponsored storytelling for businesses, institutions, campaigns, and organizations seeking a credible Liberian audience at home and abroad.

REACH	RELEVANCE	RESULTS
News, business, politics, sports, and live coverage.	Contextual placements around the stories audiences choose to read.	Tracked impressions, clicks, and campaign click-through rate.

Why advertise with KMTV?

Premium visibility	Homepage, article, category, sidebar, and Live TV inventory across mobile and desktop.
Clear disclosure	Every paid placement is visibly labeled and sponsored links follow search-engine best practice.
Direct reporting	Campaign reporting includes impressions, clicks, and CTR without storing raw visitor IP addresses.
Local creative support	KMTV can adapt supplied artwork or create a clean campaign concept as an optional service.

Built for

Telecommunications - Banking and fintech - Retail and consumer brands - Government and development partners - Education - Healthcare - Hospitality - Events - NGOs - Professional services - Entertainment

Digital placement rates

Introductory fixed-duration pricing. Creative production is not included unless shown.

PLACEMENT	DELIVERY	1 WEEK	1 MONTH
Homepage Leaderboard	Premium position below the lead-news area	\$250	\$750
Live TV Sponsor	Directly below KMTV's live player	\$300	\$1,000
Article Inline	Within eligible news articles	\$175	\$600
Article End	After eligible article content	\$150	\$500
Category Header	Politics, Business, Sports, or agreed section	\$150	\$500
Sidebar Display	Article and section sidebar inventory	\$125	\$400

Sponsored content and services

Sponsored article	Client-supplied approved copy, labeled Sponsored	\$200
Written brand feature	Interview and newsroom-produced sponsored feature	\$350
Social amplification	One approved post linking to campaign content	\$100
Static creative design	One desktop and one mobile campaign banner	\$75
Campaign report	Delivery summary at campaign close	Included

All sponsored content is subject to editorial review and clear disclosure. KMTV does not sell favorable news coverage.

Campaign packages

Simple combinations for launch, sustained visibility, and high-impact campaigns.

LAUNCH

\$300

- Homepage leaderboard for 7 days
- Campaign setup and link tracking
- Close-out report

GROWTH

\$850

- Homepage leaderboard for 30 days
- One sponsored article
- Campaign reporting

IMPACT

\$1,350

- Homepage and Live TV for 30 days
- One newsroom-produced brand feature
- One social amplification post

Creative specifications

Desktop	Recommended 2000 x 800 px for premium responsive placements
Mobile	Recommended 1000 x 1600 px or an approved mobile companion creative
Formats	JPG, PNG, or optimized GIF; static creative preferred
Copy	Keep essential text and logos inside safe margins
Deadline	Final approved artwork and destination link at least 3 business days before launch

READY TO PLAN A CAMPAIGN?

Visit mykmtvnews.com/advertise to request availability, placement recommendations, and a campaign quotation.

Booking terms: Campaigns are prepaid unless otherwise agreed. Placement is subject to inventory. KMTV may reject misleading, unlawful, discriminatory, unsafe, or editorially inappropriate material. Political and regulated-category advertising may require additional review. Prices exclude taxes and third-party production costs.