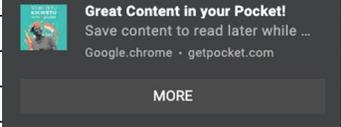
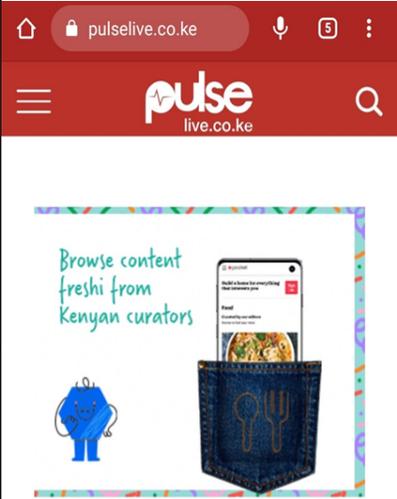
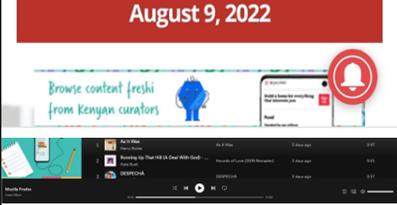
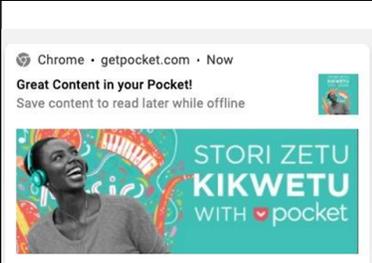
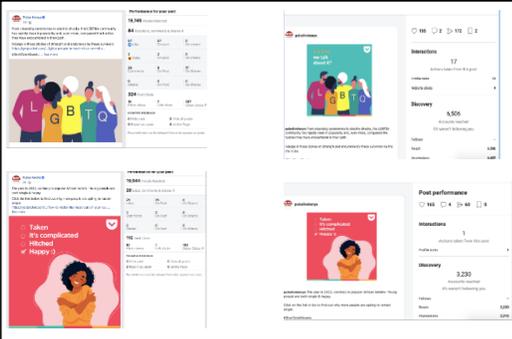


		<p align="center"><b>Publisher Display- Pulse</b>  <b>Image 1 Copy: If you like it Pocket-it</b>  <b>Image 2 Copy: Ukilike weka Kwa Pocket, read later</b></p>
		<p>Flight Date: 7th July  Target Demographic: 18-40  Target Audience: Kenyan News, News and entertainment, celeb and culture, Lifestyle fashion beauty and health, Kenyan content lovers</p> <p>Ads ; Native and Interstitial Banners</p> <p>Inventory: Mostly mobile and available desktop</p> <p>Budget: \$ 1,100  Brand Safety considerations: Ad should appear next to negative keywords, political news and affiliations, hazards , health, no ads targeted towards children or children content</p>
	<p><b>Programmatic Display - Varied Publishers and App Inventory in Ke</b></p>	
		<p>Flight Date: 8th July  Publishers and Apps - Nation Digital, Standard Digital, Opera News, BBC, Bizna, TrueCaller App, The Star Digital, Yahoo.com , jiji.co.ke , Standard Digital , Business Daily  Target Age: 18-55 , mostly mobile devices , inventory also available for desktop devices  Target Demographic: Avid News Readers, Game Players App users, News and Entertainment readers, International News Readers  Budget: \$ 2,000  Brand Safety considerations: Ad should appear next to negative keywords, political news and affiliations, hazards, health, no ads should be targeted on apps mostly used by children whether with supervision or not</p>
		
	<p><b>Nation. Africa Site Takeover</b></p>	
		<p>Flight Date: 28th June 2022  Target Age: 18-55  Kenyan News, News, Opinion, Lifestyle News, Regional news and sports, Podcasts, entertainment  Copy: Story Zetu Kikwetu with Pocket  Ad format: Static Banner - Site Takeover  DAU: 12,000  Budget: \$ 2,400  Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, competing brands</p>
	<p><b>Publisher: Standard Digital</b></p>	

		<p>Flight Date: 28th June 2022  Target Age: 18-55  Kenyan News, News, Opinion, Lifestyle News, Regional news and sports, entertainment news, Kenyan Content , Opinion, Sports  Copy: Story Zetu Kikwetu with Pocket  Ad format: Static Banner - Site Takeover  DAU: 10,000  Budget: \$ 1,780  Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, competing brands whether local or international</p>
		<p><b>Pulse Live Sticky Banner</b>  Date of Flight: 01/08/2022  Ad Format: Sticky Banner  Target Age: 18-35  Kenyan News, News, Opinion, Lifestyle News, Entertainment, Youth News  Copy: Story Zetu Kikwetu with Pocket  Ad format: Static Banner - Site Takeover  DAU: 10,000  Budget: \$ 2,000  Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, competing brands whether local or international</p>
		<p><b>Pulse Social - Native Posts</b>  Date of Flight: 05/08/2022  Ad Format: Native Posts  Target Age: 18-30  Kenyan News, News, Opinion, Lifestyle News, Entertainment, Youth News  Copy: Story Zetu Kikwetu with Pocket  Ad format: Static Banner - Site Takeover  DAU: 10,000  Budget: \$1,000  Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, competing brands whether local or international</p>
		<p><b>Platform: Spotify</b>  Flight Date: 2nd August 2022  Target Age: 18-45  Target: Kenyan Spotify users with free account  Ad format: Audio and Video with supporting native banner to AKUH collections  Budget: \$3,000  Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, competing brands whether local or international</p>

	 <p>STORI ZETU KIKWETU WITH ♥ pocket</p> <p>Great Content in your Pocket! Save content to read later while ... Google chrome · getpocket.com</p> <p>MORE</p>	<p><b>Platform: Suss Programmatic</b> Flight Date: 4th August 2022 Target Age: 18-35</p> <p>Target: Kenyan Content Lovers, Google Publisher, and partner inventory.</p> <p>Ad format: Push notifications and Interstitial Banners</p> <p>Budget: \$2,500 Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, or competing brands whether local or international</p>
	 <p>Chrome · getpocket.com · Now</p> <p>Great Content in your Pocket! Save content to read later while offline</p> <p>STORI ZETU KIKWETU WITH ♥ pocket</p>	<p>Opera Ads "Platform: Opera Ads Flight Date: 6th August 2022 Target Age: 18-35</p> <p>Target: Kenyan Content Lovers, Google Publisher, partner inventory Feature Phones and Smartphones</p> <p>Ad format: Push notifications and Interstitial Banners</p> <p>Budget: \$4000 Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, or competing brands whether local or international"</p>
		<p>Opera Ads "Platform: Opera Ads Flight Date: 6th August 2022 Target Age: 18-35</p> <p>Target: Kenyan Content Lovers, Google Publisher, partner inventory Feature Phones and Smartphones</p> <p>Ad format: Push notifications and Interstitial Banners</p> <p>Budget: \$4000 Brand safety considerations: No negative Keywords based on disease, political news, and affiliations, or competing brands whether local or international"</p>
<b>ABOVE THE LINE CAMPAIGN - PRINT, RADIO &amp; TV</b>		
		<p>Spice FM Show: The Situation Room Target Audience: 25 - 55 years Campaign Message: Stori Zetu Kikwetu (Our stories Our way) Reach &amp; location : 1,600, 000 listeners, Nation wide Budget: \$ 13,846.15 Activities: Spot ads, presenter mentions, Promo ads, and Interview. Links to the audio files are on the subsequent sheets. Duration: 5 weeks</p>

		<p>Capital FM  Show: The Breakfast Show with Fareed and Davina  Target Audience: 25- 55 years  Campaign Message: Stori Zetu Kikwetu (Our stories Our way)  Reach &amp; location : 1,000, 000 listeners, Nation wide  Budget: \$ 16,636.23  Activities: Presenter mentions, Promo ads, and Interview. Links to the audio files are on the subsequent sheets.  Duration: 4 weeks</p>
		<p>TV - NTV  Show: The Trend Show  Target Audience: 25- 55 years  Campaign Message: Stori Zetu Kikwetu (Our stories Our way)  Reach &amp; location : 797,750 listeners, Nation wide reach  Budget: \$ 4,615.38  Activity: Interview during the show, Presenter mentions, and Squeeze backs during the show. Links to the video files are on the subsequent sheets.  Duration: 1 day</p>
		<p>Print Placement : Business Daily  Column: Boss Talk  Target Audience: 30 years and above  Campaign Message: Stori Zetu Kikwetu (Our stories Our way)  Reach &amp; location : 55, 000 readers, Nation wide  Budget: \$ 3,914.55  Activity: Strip ad placement. Links to the POF(proof of flight) are on the subsequent slides.  Duration: 5 weeks</p>
		<p>Ad placed on Friday 8th July</p>

BOSS TALK BONFACE OTIENO



### Signon charting path to Africa's logistics market

**STORI ZETU KIKWETU with @pocket**

Ad placed on Friday 15th July

BOSS TALK

### First Kenyan CEO of Safaricom speaks about his experience setting a new vision for the giant telco

#### STORY BY STEVEN

**STORI ZETU KIKWETU with @pocket**

**STORI ZETU KIKWETU with @pocket**

**STORI ZETU KIKWETU with @pocket**



## Peter Ndegwa

**STORI ZETU KIKWETU with @pocket**

Photo: Safaricom/Safaricom Africa

Ad placed on 22nd July

BOSS TALK

CBK Governor's take on inflation, access to credit, availability of collaterals and bank's push for risk based lending

INTERVIEW

Chief of Bank of Zambia CBK Governor Patrick Njoroge has said that the country's economic growth is on a steady upward trajectory. He said the country's economic growth is on a steady upward trajectory. He said the country's economic growth is on a steady upward trajectory.



Patrick Njoroge

Patrick Njoroge has said that the country's economic growth is on a steady upward trajectory. He said the country's economic growth is on a steady upward trajectory. He said the country's economic growth is on a steady upward trajectory.



The point is only next month we will get the laborer of the subsidy of foreign because then all the stores would have brought their prices down to that level (SPOOD)

BOSS TALK

Long-serving Chairman Michael Joseph on his highest and lowest moments and leading from the front over two decades at giant telco

INTERVIEW

Chairman Michael Joseph has said that his highest and lowest moments were leading from the front over two decades at giant telco. He said his highest and lowest moments were leading from the front over two decades at giant telco.



Michael Joseph

Michael Joseph has said that his highest and lowest moments were leading from the front over two decades at giant telco. He said his highest and lowest moments were leading from the front over two decades at giant telco.



As a CEO of a very public company, you need to lead from the front in the early days when a lot of challenges, in moments like this you need to stand up and be counted'

Ad placed on Friday 29th July

Ad placed on Friday 5th August

Print Placement : The Sunday Nation  
Column: Sunny Bindra  
Target Audience: 30 years and above  
Campaign Message: Stori Zetu Kikwetu (Our stories Our way)  
Reach & location : 150,000 readers, nationwide

Budget: \$ 3,914.55  
Activity: Strip ad placement. Links to the POF(proof of flight) are on the subsequent slides.  
Duration: 5 Weeks







