



MEDIA KIT

Simplifying technology; making it simple, fun and relatable.



www.techuncode.com



Techuncode, formerly Askifa, is digital Tech media platform that has come to solve the negative perception of Africans and Technology. All over the world, it is believed that Africans consume technology rather than invent. It is thought that most world-leading software and hardware solutions are primarily from other continents of the world. But this may be true, or maybe not true.

How can we change this narrative? Is there a gap in communicating our homemade technology innovations?
Are there possibilities to achieve in Africa for Africans with Technology through a simplified and relatable technology platform?

We have taken the mantle to light up the path leading to a technological revolution for a continent hungry for possibilities. So we have decided to see technology through the lens of **SIMPLICITY**. Through our content, media, and events, we will communicate everything about technology in such a SIMPLIFIED, interesting, fun, and relatable way such that it will inspire world-renowned technological innovative solutions right from Africa!

We will put our past and current Tech heroes in the spotlight as we create events, webinars, conversations around this.

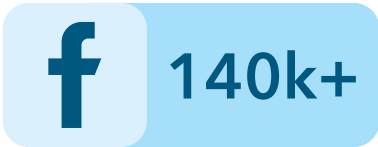
Our goal is to inspire world-leading technology solutions in Africa through our simplified content.
The future is tech. Tech is simplicity. Simplicity is Techuncode.

Techuncode Audience



Social Media Reach

F A C E B O O K



T W I T T E R



I N S T A G R A M



L I N K E D I N



Y O U T U B E



Email Reach



DAILY NEWSLETTER
SUBSCRIBERS

8K+



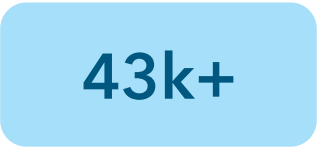
WEEKLY ROUNDUP
NEWSLETTER
SUBSCRIBERS

2K+

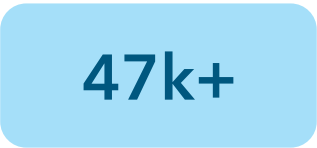


Website Reach

MONTHLY USERS



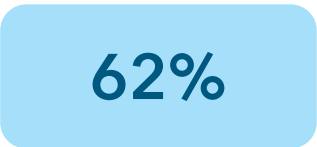
MONTHLY SESSIONS



MONTHLY PAGE VIEW



BOUNCE RATE



Techuncode

User Demography

DOMINANT DEVICE USAGE



MOBILE

50.61%

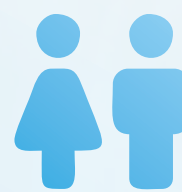
DESKTOP

48.37%

TABLET

1.02%

DOMINANT GENDER



MALE

54.15%

FEMALE

45.85%

% AGE DISTRIBUTION



18-24

27.50%

25-34

33.50%

35-44

15.50%

35-44

12.50%

OTHERS

11%

Tech**un**code Sponsored Content

Tech Bants

This comical video series takes place weekly and it feature a host and a guest (or 2 guest max) who deliberate on arising tech matters, while sharing their different opinion and perspective on the subject.

Here, brands can either sponsor a session or be the central of discussion, further creating awareness for the brand and its products.

Sponsorship Highlight

- Brand Placement
- Product review
- Brand talkability



Techuncode Discovery

Innovation Docu series

This docu series captures the unheard or unseen tech innovations i.e fresh startup solutions, IT solutions, among others.

Here, brand can become the central of attention in the discovery series.

Sponsorship Highlight

- Video Documentary
- Brand Awareness
- Viral Publication



The Inspiring Story Of 28-Year-Old Nigerian Who Wrote WAEC 7 Times But Ended Up Building A Car

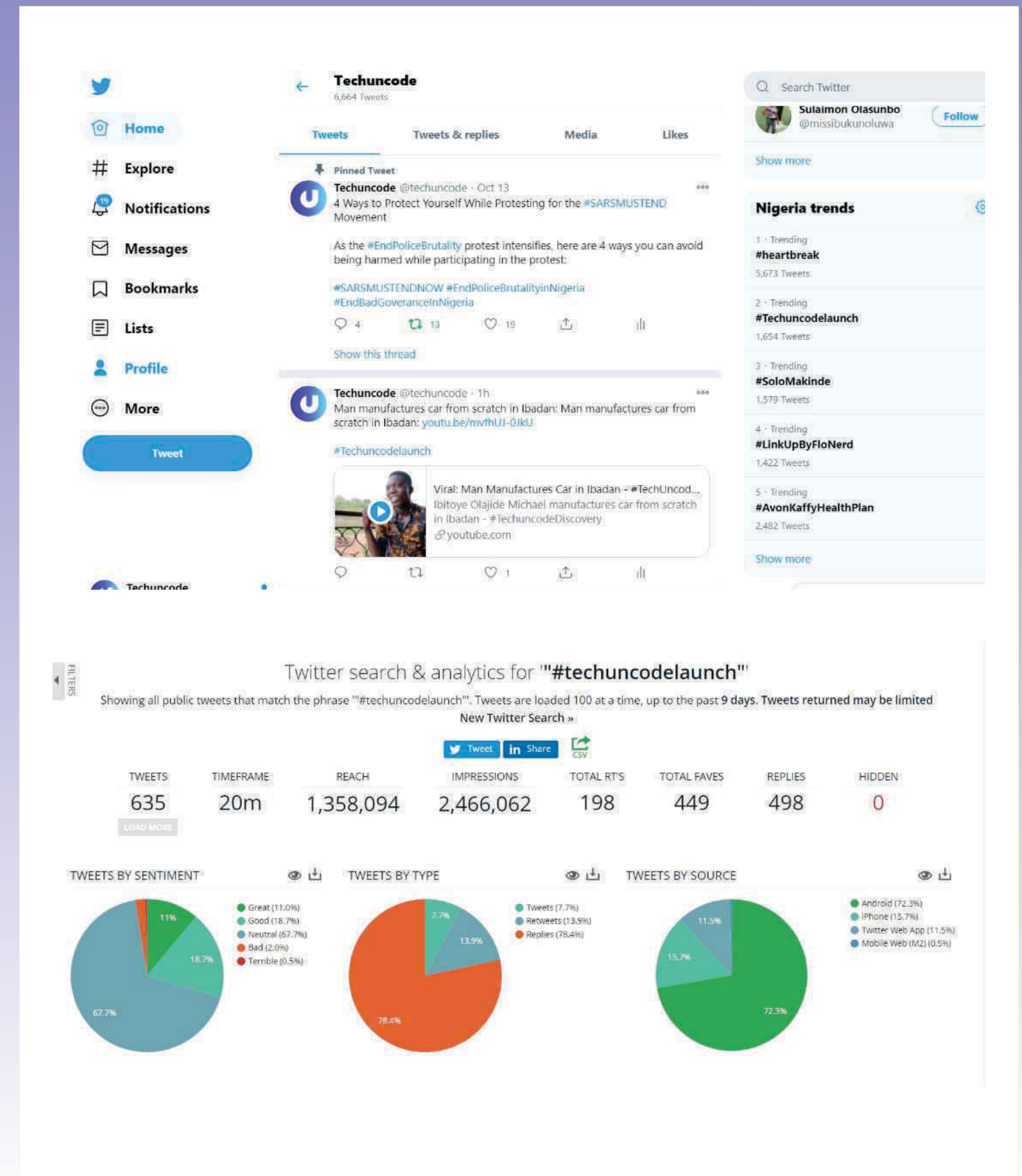
Trends & Hashtag

The social media space both locally and internationally is always vested with trending topics and hashtags. Here, Techuncode will select some of the most-talked about topics and break them down in a more trendy, simpler, and fun manner in such that our viewers can easily resonate with it.

Brand can be a part of the trendy conversation by sponsoring an episode of this series.

Sponsorship Highlight

- Brand shoutout
- Brand placement
- Viral publication



Marketaz Podcast



This podcast series focuses on exploring the newest and in-demand products or services that basically come as life hacks and tools, capable of helping human in his daily activities.

here , discussion cuts DIY (Do It Yourself) inventions and hacks on home appliances among other things.

Brands can sponsor a session on this show, or perhaps get their products or services to be featured on the show.

Sponsorship Highlight

- Brand shoutout
- DIY review on brand's product or services
- Viral publication across all our digital platforms i.e Websit, IG, Twitter, and Facebook

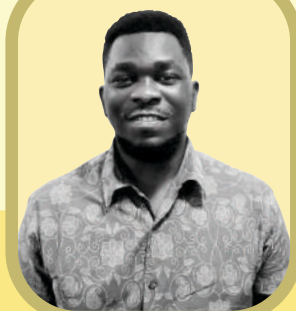
Onwuka Olamide

Podcast Host



Maketaz

TOPIC:
Why **WhatsApp Business** is the biggest market place




Host: **Olamide**
Onwuka


Co-host: **Ebun**
Amusan



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 **Techuncode**

Features on:

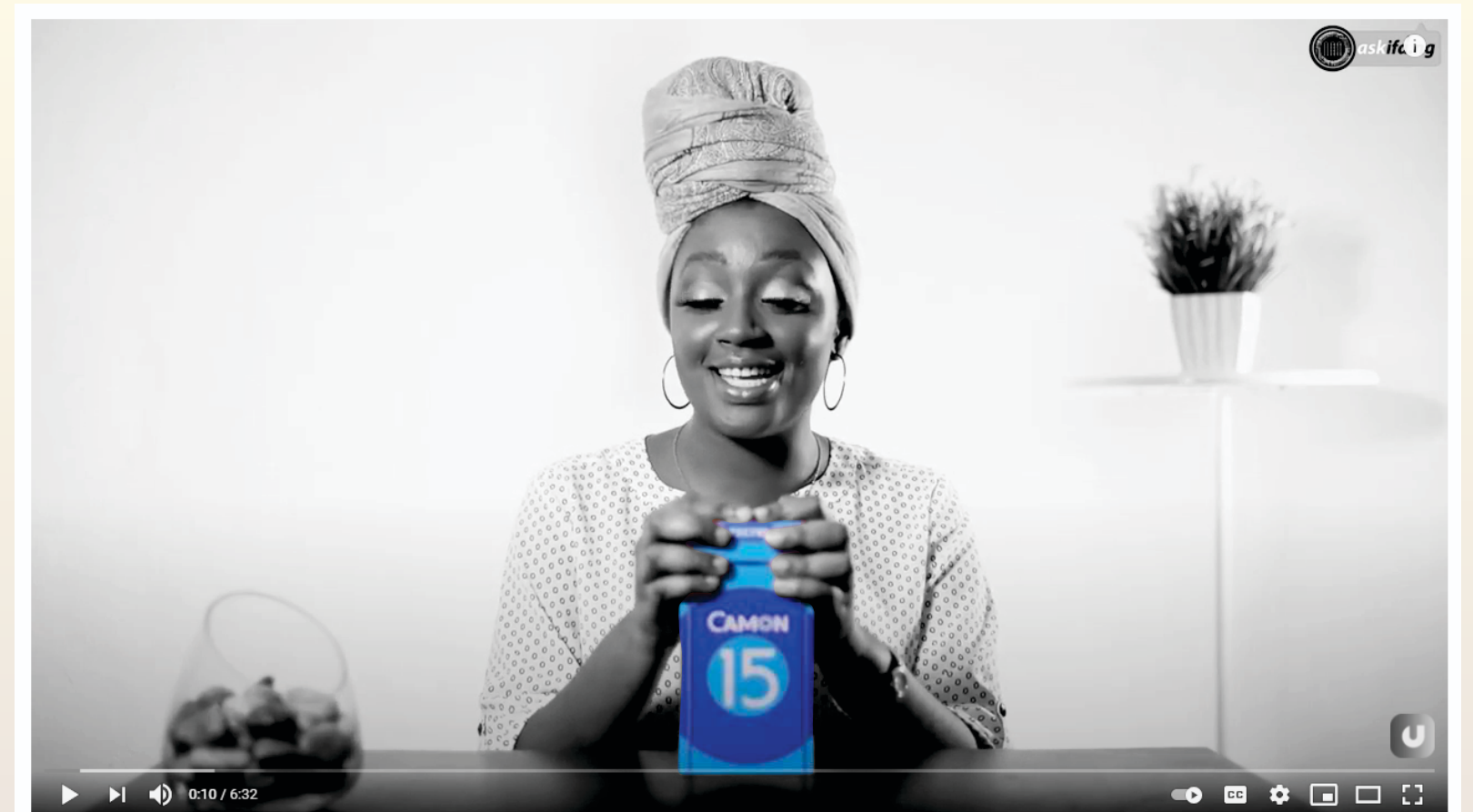
Product Review



This video series captures a comprehensive review of a brand product or services i.e App, gadget, smartphone and website, among others.

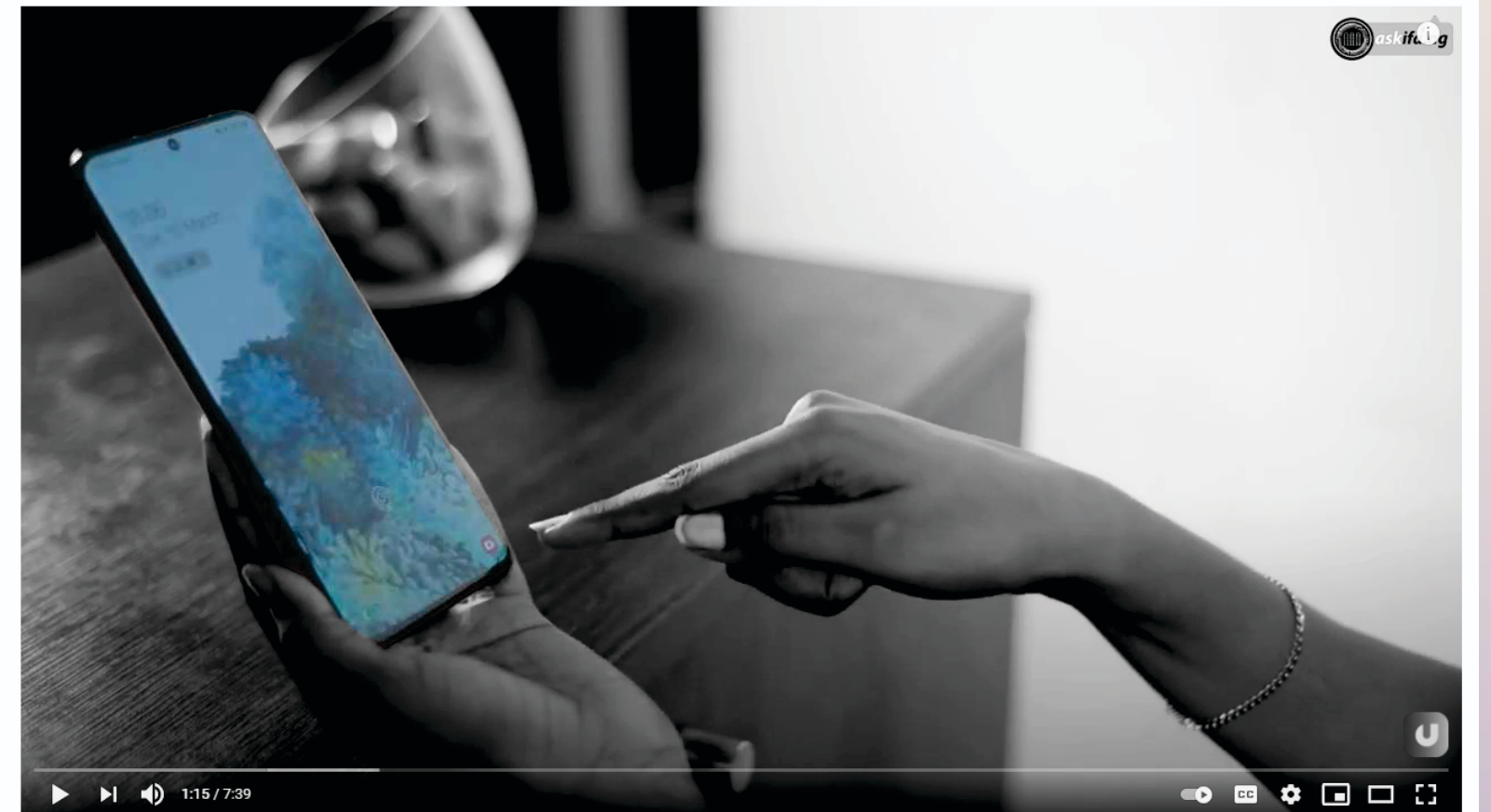
Sponsorship Highlight

- Comprehensive Video review
- Brand awareness
- Viral publication



#Tecno #Camon15 #Review
Tecno Camon 15 Unboxing and Review
3,874 views • Apr 13, 2020

👍 39 💬 8 ➦ SHARE 📌 SAVE ...



#Samsungs20 #Galaxys20ultra #SamsungGalaxy
Samsung Galaxy S20 Ultra Full Review - Everything About This Phone is Big
3,075 views • Mar 14, 2020

👍 7 💬 0 ➦ SHARE 📌 SAVE ...

Young Buzz



This video series focuses on young entrepreneurs or techpreneurs not above the age of 46, making wave for themselves in the tech industry. Here, Techuncode will go up close and get personal with their inventions while trying to get their stories for the sole purpose of inspiring and entertaining our audience.

Interested brands can therefore sponsor an episode of this series to show its commitment to the innovative world as a whole.

Sponsorship Highlight

- Brand placement
- Brand shoutout
- Viral publication

Silas Adekunle
Robotic Engineer



Advert Placement on Tech**un**code

We are in the 21st century and innovation is at its fastest pace across most part of the world including Nigeria. Specifically, advertisement has evolved significantly in the past decade with the inception of modern digital technologies. More than ever, brands are now embracing mainstream digital network for advert placement over the conventional alternatives like the static billboards, News Papers, among others.

Techuncode is a revolutionary digital platform that provides its client-base a whole lot of cost effective ad placement offers including;

- Product placement
- Web-integrated brand communication
- Client-focused original content i.e Video, text review, picture stories, e.t.c purposed for brand communication.

Other adververtising product we offer include;

- High-impact and strategically positioned ad banner
- Email Newsletters
- Sponsored content

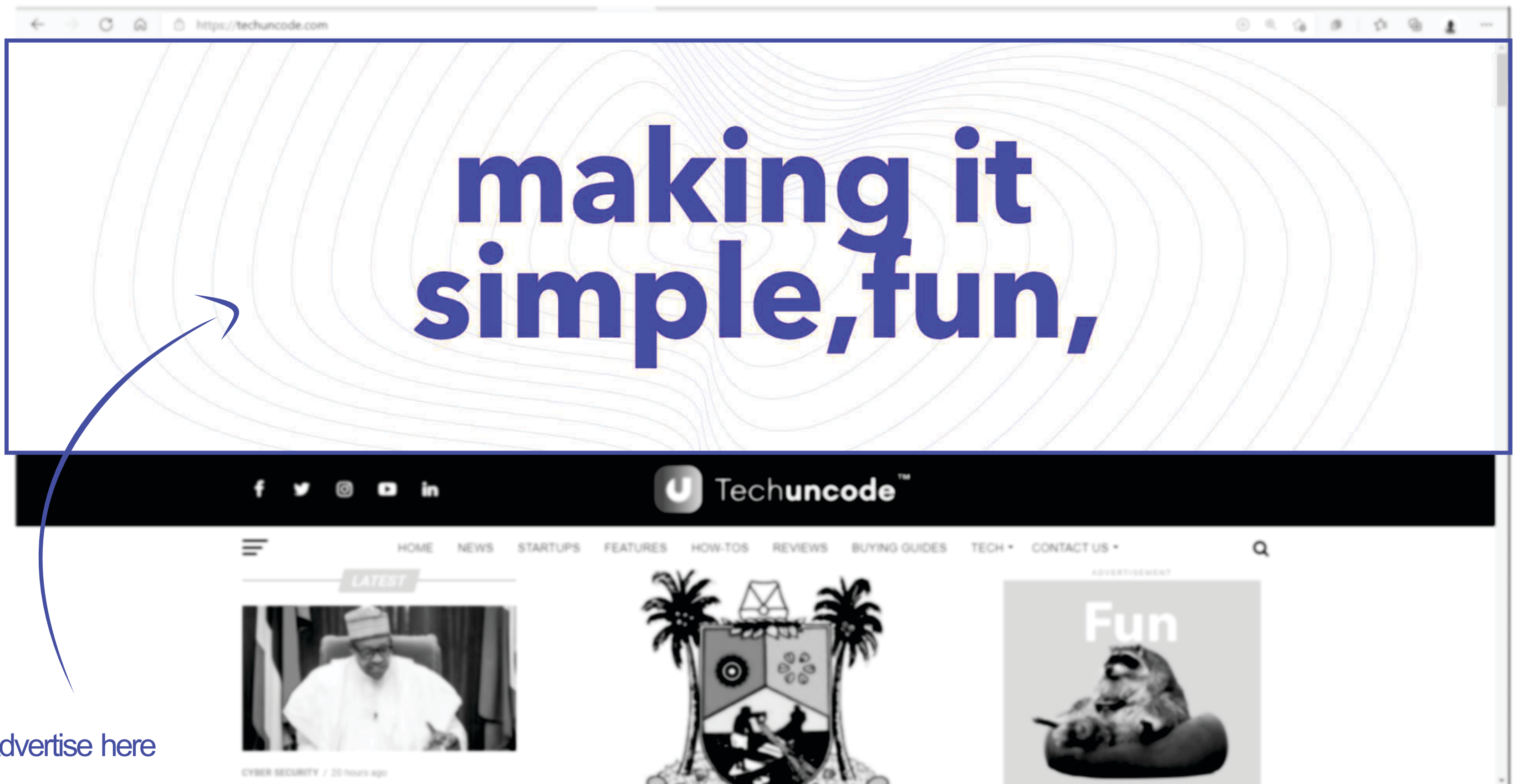


Tech**un**code

High Impact Ad Placement

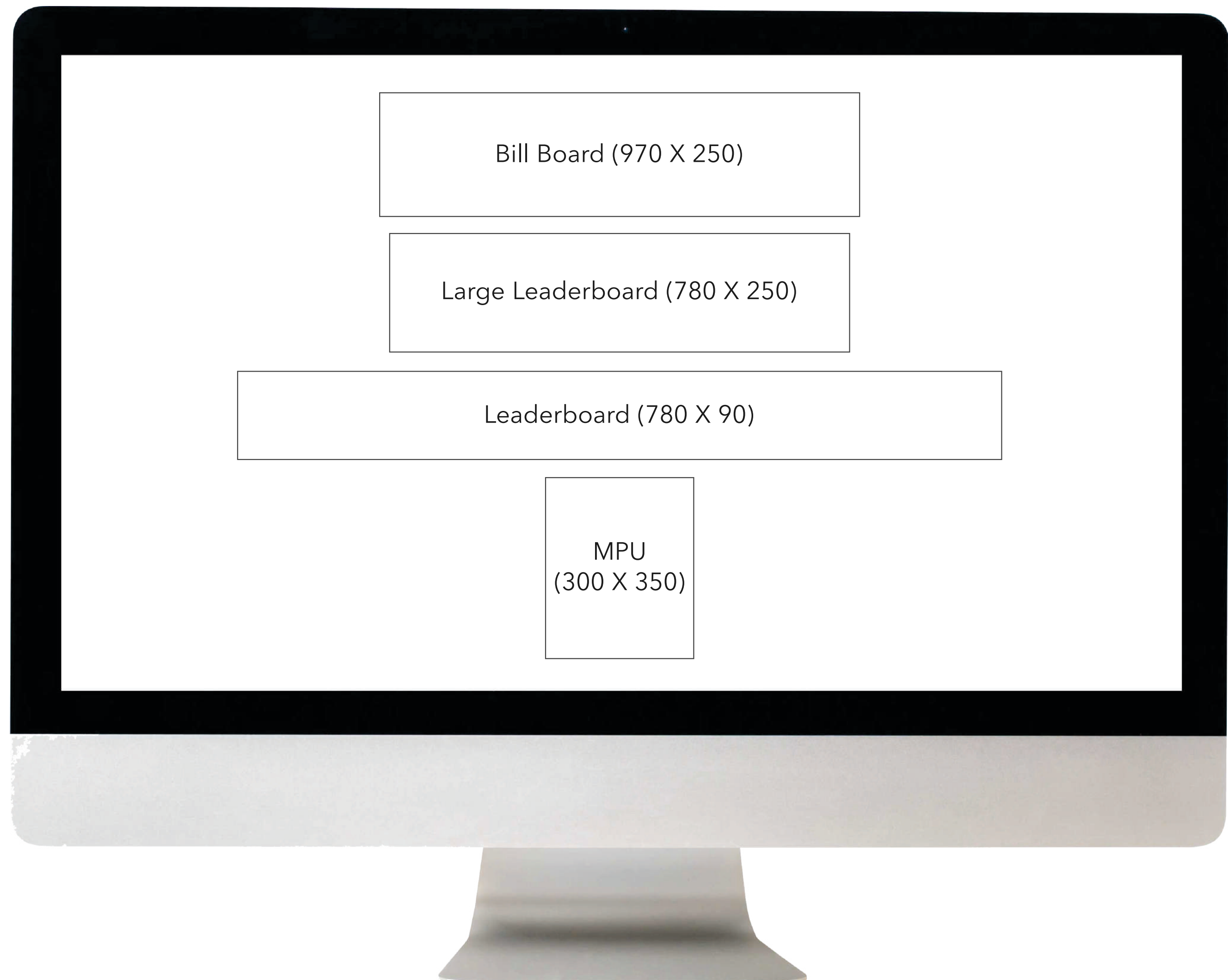
Techuncode high impact ad placement as its name implies allows for a massive conversion for any brand campaign including product launch, event announcement, and more.

Here, your ad banner is placed at the topmost area of our web home page. The best interest here is that this area can be pushed downward in such that an ad placement takes over the entire screen



Tech**un**code

Standard Ad Placement



Techuncode Newsletter

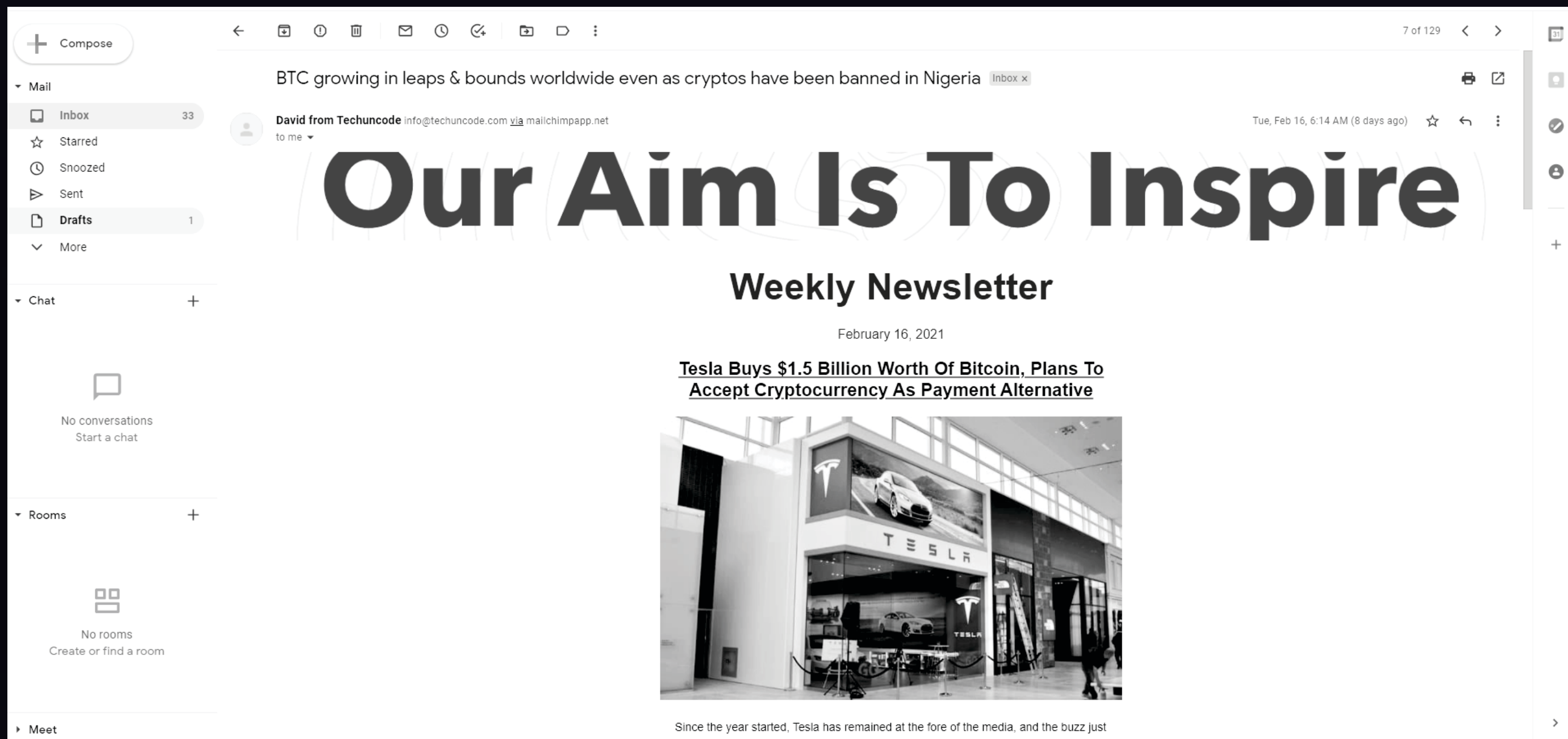
Techuncode currently sends a bi-weekly newsletter to its 1k+ subscribers, and guess what? We record an open rate of 75% and an average click through rate (CTR) of approximately 45%.

If you ask if this is a good deal, then the answer is definitely yes!

What to expect?

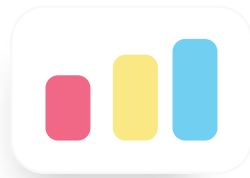
- A creative illustration at 1280 x 500 pixels dimension
- Sponsor content with a maximum character of 200. Trust us, you don't want to bore your target audience.
- Maximum of two links to an external website or preferably, your band blog.

PS: Illustrational creative should not exceed 500KB in size.

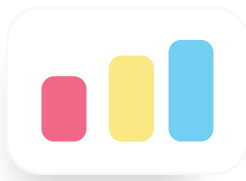


Techuncode

Ad Placement Rates



Publication Unit	Description	Daily Rate	Bi-weekly Rate	Weekly Rate	Monthly Rate
Homepage Pushdown Ad/Hompage Takeover	This unit is an high-impact ad placement. Here, banner capturing campaign launches, event launches, and more is positioned at the topmost part of the website homepage that can be pushed down for a full-screen view.	N60,000		N435,000	N1,700,000
Billboard / Masthead	This unit is similar to the homepage pushdown Ad, although, it is static in its own case. Here, campaign launches, event launches, and more is positioned at the topmost part of the website where it remains static until expiration of a campaign. Supports formats including HTML5, gif, jpeg, png (<60kb) Dimension: 970 x 250.			N235,000	N880,000
Half Banner/ Homepage Medium Page Rectangle (MPU)	This unit is is also an high-impact ad placement. Here, campaign material is strategically positioned either at the bottom of the website or in-between publications on the site.			N105,000	N400,000
Double sidebar	This unit allow brand to strategically position their campaign banner i.e gif, jpeg, png (<60kb) on both side of the homepage			N126,500	N510,000



Publication Unit	Description	Daily Rate	Bi-weekly Rate	Weekly Rate	Monthly Rate
Newsletter	This unit allows brand to communicate directly to a targeted audience. In addition, brands will also be allowed to insert a personalized creative: 1280 x 250 pixels.	N26,500	N55,500		N210,500
Category sponsorship	This unit allows brand to take over an entire category that resonate well with the target audience. Also, the brand gets exclusive advertising right for every post within the category for a stipulated period not fewer than 1 month.				2,200,000
Sponsored Web post	This unit allows a brand to publish campaign materials such as Press releases, announcements and more. This post can also contain images, video and a maximum of two links to external sites.	N53,500			
Text Review	This unit details a concrete review of a brand's products or services. The original content will also contain images, jpgs, and links to external blog i.e brand's website or social media platforms.	N83,500			
Sponsored social media post	This unit allows us to creates branded content on behalf of the brand. Here, contents will include images/memes/gifs and share as a slide of 5 Images on instagram, 8 tweets (max) on twitter and 1 native Facebook post	N73,500			



Publication Unit	Description	Daily Rate	Bi-weekly Rate	Weekly Rate	Monthly Rate
Man on the street (Vox Pop)	This unit requires our video presenter to ask Nigerians on the street their opinions on a particular brand.	N300,000			
One on One	This unit setup an interview where a brand's CEO, MD or representative talks about the success story of the brand/business.	N220,000			
Controversial Opinion	This unit is made specially to stir up controversy among the TA. Here, participants would be required to pick sides on an issue and have a timed debate. Brand can either participate or sponsor the session.	N220,000			
Tech Fact	This unit puts representatives of a Tech brands on a hot seat to answer some tech questions.	N220,000			
Spice and Recipe	This unit would involve taking up a tech trip to discover the authentic African innovations. Here, a mini documentary will be pre-recorded around the innovative attempt and exhibited across our outfits i.e website, and social media platforms.	N400,000			
Strivia	This unit takes the fun and excitement to the street. Here, we would catch our audience with tech riddles and trick questions that would be focused on the sponsoring brand.	N300,000			



Publication Unit	Description	Daily Rate	Bi-weekly Rate	Weekly Rate	Monthly Rate
Tech in Naija	This unit focuses on technology brands in Nigeria. Here, brands can come up with success and inspiring brand stories that will be captured in form of a documentary. One of the pecks here includes a tour around the company.	N300,000			
Drone Stories	This units is comprised of an aerial video shots combined with text to describe and tell the story of a particular area or landscape i.e resort, parks, outdoor events, e.t.c	N380,000			
Tech Entanglement	This unit is created as a show where two 2 singles are paired and given random questions to answer in order to know each other better. Brand (representative) can either participate or sponsor a particular session.	N220,000			

Thank You



For more information, please contact:

Marketing, Partnership & Sales Team

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