**GUIDELINES FOR SUBMISSION OF ADVERTISEMENT**

**NIPR Diamond Anniversary Compendium and Book Advertisement Placement**

To commemorate the Diamond Anniversary, NIPR is publishing two special publications (1) a prestigious compendium that will showcase reputable brands in Nigeria that are leveraging public relations to set the pace in their sectors. The glossy publication is set to be formally unveiled in Abuja on **June 27, 2024**, as part of the Institute’s grand **60th Anniversary** celebrations. (2) a referenced book titled *From Strength to Brilliance: 60 Years of Public Relations Practice in Nigeria.*

There are limited spaces for corporate organizations to feature their brands in these special commemorative publications that will be placed in Hotel Lobbies, Airport Lounges key libraries, and other strategic public spaces. The advertisement rates are:

Inside inner page N2,000,000.00

Inside front and back N3,000,000,00

back cover N5,000,000. 00

These opportunities are limited and available on a **first-come-first-serve basis**.

**Artwork Specification:**

*Compendium and Special Book Overview:*

* Commemorative publications celebrating the 60th anniversary of the Nigerian Institute of Public Relations (NIPR).
* To be unveiled in Abuja on June 27, 2024.
* Distributed to key industry figures, decision-makers, and potential clients within the public relations and communication sectors.
* Serves as a lasting reference for the Nigerian public relations landscape.

*Advertising Options:*

* Full Page (A4): Prime placement showcasing your brand story in detail. (Dimensions: 210mm x 297mm)
* Half Page (A5): Targeted advertisement highlighting your key offerings. (Dimensions: 148.5mm x 210mm)

*Specifications:*

* File Format: High-resolution PDF (300 dpi minimum)
* Color Mode: CMYK
* Bleed: 3mm on all sides (if applicable)
* Fonts: Embed all fonts used in the advertisement.
* Margins: Minimum 5mm from all edges (excluding bleed)

*Artwork Submission:*

* Submit completed advertisements electronically to [vpresident@niprng.org.ng, and copy: [dandaura@gmail.com](mailto:dandaura@gmail.com) and officeoftheregistrar@gmail.com, ] by 5th June 2024
* Please Include the following information with your submission:
  + Company Name:
  + Contact Name:
  + Contact Email Address:
  + Phone Number:
  + Page Size (Full or Half):
  + Payment details

*Additional Information:*

* We reserve the right to reject advertisements deemed inappropriate for the compendium and Book project.
* All advertising materials must comply with NIPR advertising guidelines.

*Benefits of Advertising:*

* Reach a Targeted Audience: Gain exposure to industry leaders, decision-makers, and potential clients.
* Elevate Your Brand Image: Align with the prestige of the NIPR Diamond Anniversary.
* Leave a Lasting Impression: The compendium will serve as a valuable resource for years to come.

*Contact:*

* For further inquiries or to discuss custom advertising solutions, please contact:

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Prince Olatubosun: +2348033445158

Mike Innocent: +2348035010980

Email Addresses: vpresident@niprng.org.ng, and copy: [dandaura@gmail.com](mailto:dandaura@gmail.com) and [officeoftheregistrar@gmail.com](mailto:officeoftheregistrar@gmail.com).

**Deadline & Payment details**

* All payments for sponsorship or advertisement placements are expected to be made to the following account **on or before the 5th of June 2024**.

**Account name:** NIPR Register of Members Project

**Bank:** United Bank for Africa

**Account Number:** 1026716371