

Mmegi Online offers the following banner types; **Billboard**, **Half Page**, **Medium Rectangle** & **Skyscraper**.

The screenshot displays the Mmegi Online website interface. At the top, the logo and navigation menu are visible. The main content area features a news article titled "The rains will fall but Ts and Cs apply" by MBONGENI MGUNI. The article includes a large image of a man pointing at a computer screen showing a map of Botswana. Social media sharing buttons are present below the article title. On the right side, there is a "Features" section with several smaller article thumbnails. Three red banners are overlaid on the page to illustrate different ad sizes: a large "Billboard" banner at the top, a vertical "Skyscraper" banner on the left side, and a "Half Page" banner at the bottom right. A "Medium Rectangle" banner is also shown at the bottom of the article content area. The website footer includes a "Subscribe to Mmegionline" button.

Billboard
970 x 250 px

Latest News



Born and Raised, bigger and better
The fourth annual Born and Raised music festival held on Sunday was a...



13 rhinos poached, 7 poachers killed in Okavango Delta
Botswana has recorded 13 rhino killings in two months since October 20...



Mogosi, Mathambo 'urf wars intensely'
FRANZISTOWN: The Directorate on Corruption and Economic Crime (DCEC) a...



Statement: Statelemani killed in parley
The Speaker of the National Assembly, Phandu Statelemani has refused the...

The rains will fall but Ts and Cs apply

MBONGENI MGUNI Friday, December 20, 2019

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John Stegling PIC. MBONGENI MGUNI

Gaborone has received 244 millimetres of rainfall since November, the wettest in decades and an indicator that the dreaded El Nino forgot to look this way this year. Experts at Meteorological Services expect the rains to continue abundantly, but warn that high temperatures will also persist. Staff Writer, MBONGENI MGUNI writes

Farmers are a notoriously philosophical lot. In their defence, any activity that involves spending a lot of time watching the sky for rain tends towards one becoming a deep thinker. Farmers know all about the Ts and Cs of life, that few things are entirely good or entirely bad. Life is in the grey areas, the taking the good with the bad.

This is what happened the last time the country received rainfall sufficient for crop production in 2016/17. The rains were not evenly spread out across the season to support cropping, but rather fell in one swoop via February 2017's Cyclone Dineo.

The deluge was heavy and came after a period of dryness, but in keeping with life's Ts and Cs, while the waters boosted production in some areas, the heavy amounts also washed away some seedlings and plantings elsewhere, worsening output.

This season, farmers will deal with another T and C. Experts at the Department of Meteorological Services this week unveiled their forecast for the critical January to March period, showing that most areas of the country should receive normal to above normal rains.

However, they will also have to cope with above normal temperatures, including heatwaves, for most of that period, dealing a blow to sensitive crops such as maize. "It is going to be hot between January and March even with the rains," principal meteorologist, John Stegling told Mmegi this week.

"Maize dies with temperatures above a certain level, while sorghum, millet and others are harder. "We are expecting normal to above normal temperatures between January and March, which is a trend that has been taking place in recent years. "There is a likelihood of heatwaves in certain areas, especially between January and February." With the first half of the season having blessed most of the country with abundant rains allowing the start of agricultural activities such as tillage and planting, focus has shifted to the second half

where crop maturation takes place. According to the Met Services department, nearly all areas in the country should receive normal to above normal rainfall, except for the North and North-East areas.

However, even here, there are Ts and Cs. "The normal to above normal are specific to those areas. So for instance, 120 millimetres in Kgalegadi is above normal while 200 millimetres in Chobe is below normal. "Gaborone has received 244 millimetres of rainfall from the beginning of the season to date which has not been since in several years, but this is not above normal rain. It's

Features



A reflection on major legal scandals in 2019
Court Staff Reporter MPHO MOKWANE takes a look at cases that...



The year that DCS ran amok
Critics of the current administration are of the view that l...



The rains will fall but Ts and Cs apply
Gaborone has received 244 millimetres of rainfall since Novem...



Ranatom trashes Molepolole
This week's heavy rains left residents of Botsakalo B...



Comedy of errors in butterfly case
Given recent events in the matter of the alleged P100 billi...



Employees called upon to consider employees' mental health
For the past few years we have seen many organisations promo...



Can Matshela slay the beast with seven billion heads?
Within three months, new Finance Minister, Thapelo Matshela ...



A decade spent on a tightrope
In his 10 years at the Finance Ministry, former minister, Ka...



Finding the apple and snake in the Eden of the Makgadikgadi
This week started on a high for Botswana with leading intern...



How the Makgadikgadi wins the race for the Cradle of Humankind
The trending conclusions of the Aussie-South African resear...

Skyscraper
120 x 600 px

Medium Rectangle
300 x 250 px

Half Page
300 x 600 px

2020 RATES SHEET (BW Pula)

#	Banners	Size (Pixels)	Per /Month
1.	Billboard		
	Option 1 (200,000 CPM)	970 x 250	P 12, 000
2.	Half Page		
	Option 1 (200,000 CPM)	300 x 600	P 7, 500
3.	Skyscraper		
	Option 1 (200,000 CPM)	120 x 600	P 6, 500
4.	Medium Rectangle (article)		
	Option 1 (200,000 CPM)	300 x 250	P 6, 000

Banner Placement

Billboard, Half Page, and Skyscraper banners appear on *all* pages of the website, including the *home page*. Medium Rectangle (article) in *all article* pages except the *home page*.

Shared / Rotation

All banner slots are **shared** between a maximum of **2** clients. The banner rotates (changes) to show a different client's advert when a website user visits a new page, or reloads the same page.

Banner & Pricing

Banner advertising is sold using a **monthly duration** model. There are three monthly pricing options per banner size - which are a "packaged" version of the **CPM** model (Cost Per Mile). CPM indicated the number of times your advert will be displayed during the 1 month duration (e.g. CPM 200,000 indicated that your advert will be displayed 200,000 times during the 1 month duration).

If you need further clarification please contact; online@mmegi.bw

Tel: (+267) 3912667

Fax: (+267) 3907880

Private Bag BR 50 Gaborone
Botswana

Advertising on Mmegi Facebook

1. Poster Ads on Mmegi Facebook Page (529k followers)

- Provide your artwork and small text.
- You would decide and determine the frequency of the posts
- You could boost at your own convenience

Price: P750 (per post)



2. Exclusive Cover Image on Mmegi Facebook Post

- The cover image would exclusively stay on the page for a week

Price: P2500 (per week)

3. Campaign Launch Live video

This would be a once off LIVE video (30min) by Mmegi Facebook page for launches and promotions. The package includes images post.

Price: P3500 (per 30min coverage)