



QEFIRA.com PRODUCT GUIDE

INTRODUCTION

The Internet has become another channel via which advertisers can market their goods. Because of the internet's versatility, it gives advertisers a good way to reach, engage, and interact with people. Advertisers can produce campaigns that specifically target audiences more effectively than traditional advertising efforts.

Qefira, being among the first who paved the way through this digital era, have started operations and services under the company HoBiNet Media Plc. about 4 years ago and is currently the leading online and mobile web based classifieds platform that offers buyers and sellers a unique opportunity to effectively reach their target audience.

We offer FREE listings to advertisers allowing them unlimited and direct contact to their potential markets. Qefira does the hard work of ensuring your advertisements reach greater target audiences at a touch of a button by leveraging on the Qefira network of associates and partner sites.

We have also created tailored ad bundles to boost, promote and highlight your business or ad.

PRODUCTS and SERVICES

Our products and services which include a wide range of bundles that will help your ad stand out and help you reach your targeted audience are as follows.

SITE WIDE BANNER

For one competitive price, have your custom banner on the homepage and every category page. All slots for banner ads are valued at ETB 18,000 per month.

CATEGORY PARTNER

Be top of mind in the category of your choice. You'll appear on every page, and in every search result for that category. Customize the background color to represent your business.

Category sponsors can link to another listing, a business page or by special agreement to a third party site.

GOLD BOOSTED ADS

GET exclusivity, at least 6x more visibility and a slot on the homepage
There are only 2 slots per page so your ad will stand out, always.

SILVER BOOSTED ADS

3X visibility over a standard ad, a random shuffle every few hours so your ad will appear on page one regularly.

Silvers appear immediately below Golds on a page & above all standard ads

The pricing plans for each package are as shown below.