



# Diaspora COMMUNITY

*Providing Opportunities in Capacity Building of our Nation*

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### Who are we?

- **Diaspora Community** is a web-based community aimed at guiding Africans in Diaspora seeking to return to Africa or do business in Africa with Africans achieve their goals. It is designed to ensure a fulfilled feeling of self-realization for Africans in Diaspora by providing opportunities in capacity building of the continent. This is made possible by interacting with Africans living in foreign countries and in Africa, through the use of online forums, social media and discussions thereby enhancing awareness and developing the business and organizational structure of our home based economy for those that want to effectively reach and engage with them.
- Partner with the Diaspora Community to connect to actual consumers that are looking for you by targeting the right demographic online.



## DiasporaConnex.com

Start targeting the right demographic online. Partner with the Diaspora Community to connect to actual consumers that are looking for you.

### Our Audience

We crunch data from **over 20,000 users** and target African business and consumers, and the goal is to expose them to dynamic ads synched to what they potentially need and may be interested in 24/7.

Generating more than **60,000 page views every day**, you'll find them active on the Diaspora Community's prime locations – including leading news, videos & entertainment, lifestyle, and social media.



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## Our Users

Web-savvy, educated Africans at home and in Diaspora and Credit/Debit card carrying consumers, our users stick with us because our range of information coverage provides them with real long term value.



**News Articles**



**Technology Solutions**



**Real Estate**

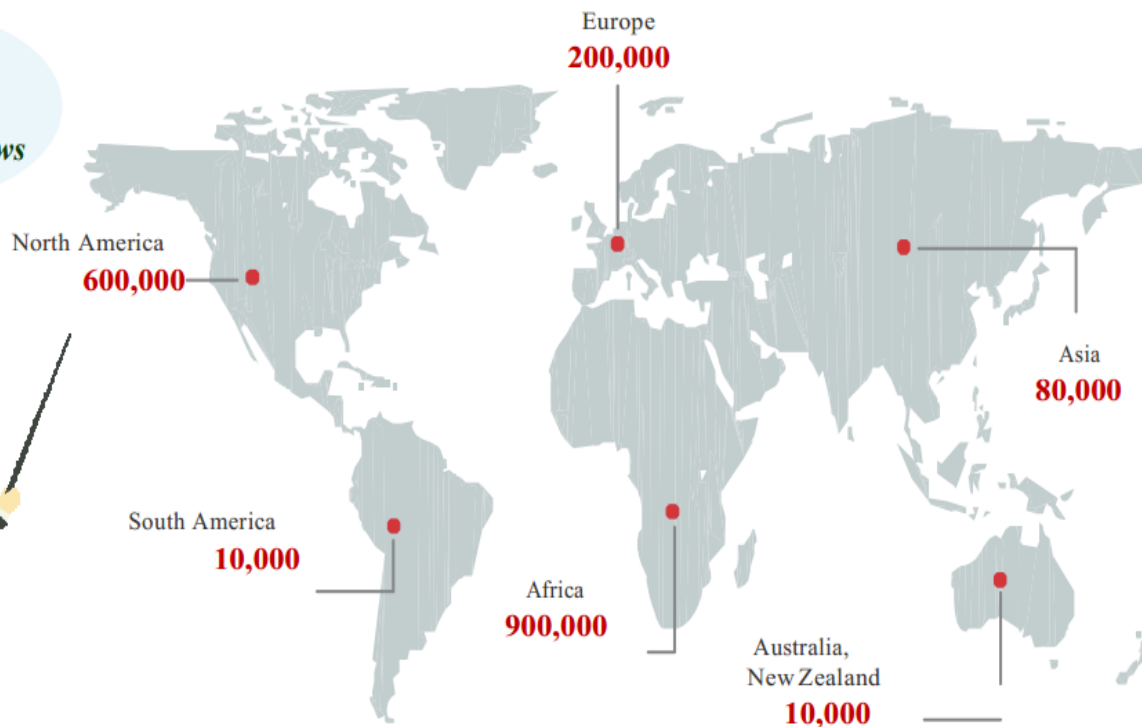


**Local Services**



*Providing Opportunities in Capacity Building of our Nation*

*Diaspora's  
Monthly pageviews*



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### What is in it for You?

There are an estimated 30.6 million Africans living in the Diaspora presently, In 2014 it was estimated that about \$30 billion was remitted back to Africa by this group.

African businesses in the diaspora and in Africa have the right products and services for this group and we want to partner with you to target them.

A majority of this group are interested in;

- Personal Investments
  - Stocks
  - Treasury Bills
  - Commodities
  - Real Estate
  - Local Businesses
  - Service Industry
  
- Exposing their Businesses
  - Global outreach and exposure
  - Market place to network with like businesses
  - Leverage free information from the platform to target potential clients and be targeted



### Diaspora Ads Description and Prices

#### **Homepage Jumbo Banner (Premium Spot)**

A long banner ad across the top of homepage

600,000 page views @ \$1.50 CPM (Clicks Per 1000 pages) = \$900/month

#### **Homepage Medium Rectangle Ad**

300 x 250 pixels

600,000 page views @ \$0.50 CPM (Clicks Per 1000 pages) = \$300/month

#### **Leader Board Ad**

728 x 90pixels banner ad across the top of each of the premium pages

600,000 page views @ \$1 CPM (Clicks Per thousand pages) = \$600/month

#### **Business Listings**

- Home page \$20 a month or \$200 per annum
- Business Listing page, \$10 a month or \$90 per annum



*What are you waiting for? Start targeting the right audience through the influence of the Diaspora Community today!*



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**Diaspora**  
*COMMUNITY*