Paragon
INTERNATIONAL NEWS

Services and Rate Card

Paragon International News

Advertising • Public relations • Statement publication • Profiling

All prices in Botswana pula BWP

Purpose and service overview

This guide presents our advertising, communication and profiling services for businesses, organisations, individuals and stakeholders in Botswana and internationally. It explains the available plans, publication charges and the editorial conditions that apply to each service.

Clients may choose Facebook marketing, website advertising or a combined business booster. Standalone placements and publication services are available separately. Individual selection under Paragon Africa 30 remains merit based and cannot be purchased.

Advertising package prices

Package	Monthly	Six months	Annual
Facebook Marketing	BWP 2,500	BWP 13,500	BWP 24,000
Website Advertising	BWP 3,500	BWP 18,000	BWP 32,000
Combination Business Booster	BWP 5,000	BWP 27,000	BWP 48,000

Six months means one six-month contract. Annual means one twelve-month contract. Each price is the total charge for the stated term; six-month and annual figures are not monthly instalment amounts.

Choosing a service

Facebook Marketing supports visibility through our Facebook page. Website Advertising provides booked advertising exposure on our website. The Combination Business Booster brings both channels together and is our recommended option for clients seeking a coordinated campaign.

For bookings and service enquiries, visit https://paragonnews.online. Campaign scope and availability are confirmed before payment.

Advertising packages and campaign scope

Facebook Marketing

Monthly BWP 2,500 | Six months BWP 13,500 | Annual BWP 24,000

Marketing through Paragon International News' Facebook page, using approved brand messages and supplied or separately commissioned creative material. The booking brief will specify the number of posts, formats, publication dates and any reporting to be provided.

Website Advertising

Monthly BWP 3,500 | Six months BWP 18,000 | Annual BWP 32,000

Website advertising using agreed placements and formats. Campaigns may use banners, sidebar adverts, footer adverts or other supported formats. The contract will identify the placements, rotation arrangements, campaign dates and artwork requirements. A package does not automatically include every available placement.

Combination Business Booster

Monthly BWP 5,000 | Six months BWP 27,000 | Annual BWP 48,000

Combines social media marketing with website advertising, including prominent and push advertising formats where supported and agreed. The six-month and annual plans allow clients to plan continuing campaigns; PR and communication deliverables must be identified in the written booking brief.

Combined plan	Separate channel totals	Package saving
Monthly	BWP 6,000	BWP 1,000
Six months	BWP 31,500	BWP 4,500
Annual	BWP 56,000	BWP 8,000

Formats and delivery boundaries

Available campaign formats may include static images, supplied video, pop-ups, slide-ins, sidebars and footer placements, subject to website compatibility and inventory. Video production, translation, custom

coding and externally purchased advertising are not automatically included in the package price.

Any Meta paid-advertising budget must be stated separately in the quotation. “Push advertising” describes the agreed promotional format; it does not promise browser push notifications unless that service is specifically confirmed.

No package guarantees views, clicks, enquiries or sales. Posting frequency, exclusivity, creative changes and reporting are agreed before the campaign starts.

Standalone advertising and communication services

These services can be booked individually. They are separate from subscription packages unless expressly included in the client’s booking brief.

Website display placements

Placement	Seven days	Thirty days
Sidebar display advert	BWP 400	BWP 1,200
Footer display advert	BWP 500	BWP 1,500
Homepage banner advert	BWP 900	BWP 2,700

Each rate covers one rotating placement using approved client-supplied artwork. Exclusive placements, video adverts, pop-ups, slide-ins and other custom formats are quoted separately. Standalone rates purchase a specific placement; subscription packages cover an agreed campaign scope.

Publication and creative services

Service	Rate	Charging basis
Supplied press release publication	BWP 600	Once off
Sponsored article written by Paragon	BWP 1,800	Once off
Basic static advert design	BWP 350	Per design

Supplied press release publication covers an approved release of up to 800 words, formatting and website publication. It is labelled as paid content and does not include guaranteed news coverage or additional promotion.

A sponsored article includes writing and editing of an article of up to 1,000 words from verified client information. It is clearly labelled as sponsored content. Photography and additional campaign promotion are quoted separately.

Basic static advert design covers one agreed format and two consolidated revision rounds. Additional

sizes, animation, video production and substantial changes require a separate quotation.

Public relations and communication services

Clients may request press release drafting, statement editing, campaign messaging and other PR support. These services are quoted according to the brief, research required and deliverables. There is no separate fixed PR retainer in this rate card.

A monthly, six-month or annual booster may include agreed PR support, but the term of the plan does

not create an unlimited entitlement to PR work. Paid communication services do not secure favourable independent reporting.

Retraction rebuttal and apology statements

Paragon International News accepts authorised third-party statements for paid publication, subject to editorial review. These services allow individuals and organisations to communicate a retraction, a rebuttal or an apology through a clearly identified statement.

Statement publication rates

Service	Per day	Seven days
Retraction or rebuttal statement	BWP 1,750	BWP 8,750
Apology statement	BWP 1,750	BWP 8,750

The seven-day package provides seven days of featured promotion for the price of five daily bookings, saving BWP 3,500 against seven individual daily bookings.

What the fee covers

The fee covers one supplied statement of up to 800 words, formatting, website publication and a clearly identified featured placement linking to the statement for the booked period. A day means a booked 24-hour promotional period.

Weekly bookings promote a single publication rather than duplicate articles each day. After the promotional period, the statement remains accessible in the website archive, subject to editorial and legal considerations. Social promotion and additional drafting are separately agreed.

Retraction and rebuttal statements

A third party may retract its own earlier statement or respond to claims made elsewhere. The submitting person or organisation must identify the statement's author, supply supporting information where needed and confirm authority to publish. A rebuttal remains an attributed response; payment does not establish its claims as verified facts.

Apology statements

An apology must be supplied or authorised by the person or organisation issuing it. Its subject, wording and any named parties remain subject to review. Paragon may request clarification or decline material that fails its publication standards.

Editorial corrections and rights of reply

Corrections, retractions, apologies and legitimate rights of reply arising from Paragon International News' own reporting are handled through our editorial process without charge. The commercial statement rates do not apply to those remedies.

Payment does not constitute endorsement, prevent further reporting or purchase the removal of independent journalism.

Business and individual profiling

Business profiles through Paragon Africa 30

Businesses may commission a commercial profile through the business-profile offering of the Paragon Africa 30 initiative. Paid business profiles are clearly labelled "Sponsored Business Profile".

Service	Fixed charge
Business profile and publication	BWP 2,500 once off
Minor updates to a published profile	BWP 600 per request
Substantial profile revisions	BWP 1,100 per request

The initial package includes one interview or structured questionnaire, writing and editing of a profile of up to 1,000 words, up to three client-supplied photographs, two consolidated revision rounds before publication, website publication and one promotional social media post.

Minor updates cover limited changes to existing details, including contacts, services or staff information. Substantial revisions cover significant changes to the profile's content or structure. A completely new profile attracts the full BWP 2,500 charge. Errors introduced by Paragon are corrected without charge.

Individual profiles under Paragon Africa 30

Application, selection and publication are free. An individual Paragon Africa 30 profile cannot be bought. Business-profile payments, advertising bookings and sponsorships do not confer selection, endorsement or award eligibility.

Paragon Africa 30 will profile 20 individuals across Africa each year. Profiling is a selective editorial exercise recognising distinct qualities and demonstrated impact in transforming, building and leading the communities we serve. Individuals who do not satisfy the initiative's published standards will not be profiled under it.

Selection takes place through announced calls, applications, nominations or invitations. Youth leaders and entrepreneurs may apply. The decision to profile an individual rests solely with Paragon Africa 30. Selected profiles receive publication and promotion, without a guaranteed audience figure.

Annual recognition on 3 October

Each year on 3 October, Paragon Africa 30 will honour the eligible profiled individual whose profile records the highest number of verified visits during the announced assessment period. The initiative determines the form of recognition.

Eligibility, measurement dates and the treatment of invalid or automated traffic will be published before assessment. Publicity purchases must not determine eligibility or alter the published measurement rules.

Booking payment and publication conditions

Booking and campaign confirmation

The client supplies a brief identifying the service, intended audience, requested dates and available material. Paragon confirms acceptance, availability, deliverables and price in writing before payment. Work begins after the agreed payment requirements are met.

For advertising, the booking confirmation must identify placements, formats, posting frequency, campaign duration, rotation or exclusivity, revision allowances and reporting. Publication dates depend on receipt of complete approved material.

Charges and payment

Prices are in Botswana pula. Monthly advertising plans cover one month; six-month and annual plans cover the complete stated term. The prices are not automatically instalment schedules. Any staged payment arrangement must be agreed in writing.

Paid statement publication requires payment before publication. Other bookings follow the payment schedule stated in the accepted quotation or invoice. Any applicable taxes, transaction charges or currency conversion arrangements must be disclosed before acceptance; this guide does not specify Paragon's tax-registration status.

Content and creative material

Clients must provide accurate information, authorised statements and material they have permission to use. Paragon reviews paid content for suitability and may request evidence, amendments or clarification before acceptance. Paid content is clearly identified to readers.

Additional research, writing, translation, photography, video production, custom artwork or technical implementation is separately quoted unless included in the booking. Revisions beyond an agreed allowance require approval of the additional charge before work proceeds.

Editorial independence and audience reporting

Commercial arrangements do not influence independent reporting, buy favourable coverage or secure selection under Paragon Africa 30. Paid publication does not imply endorsement of a client's claims, products or services.

Where reporting is included, its measures and delivery schedule are agreed in the brief. Paragon does not guarantee a minimum audience, engagement level, sales result or search ranking unless an explicit measurable commitment is included in the written contract.

Changes cancellations and publication records

Changes to dates, campaign scope or approved material require written agreement. Cancellation, refund and rescheduling conditions must be stated in the booking confirmation before payment. No automatic renewal is created by this guide.

Published statements and profiles may remain in the website archive after paid promotion ends. Corrections introduced by Paragon are made without charge. Content may be amended or removed where editorial or legal considerations require it.