

BUSINESSDAY

ONLINE ADVERTISING RATE 2012

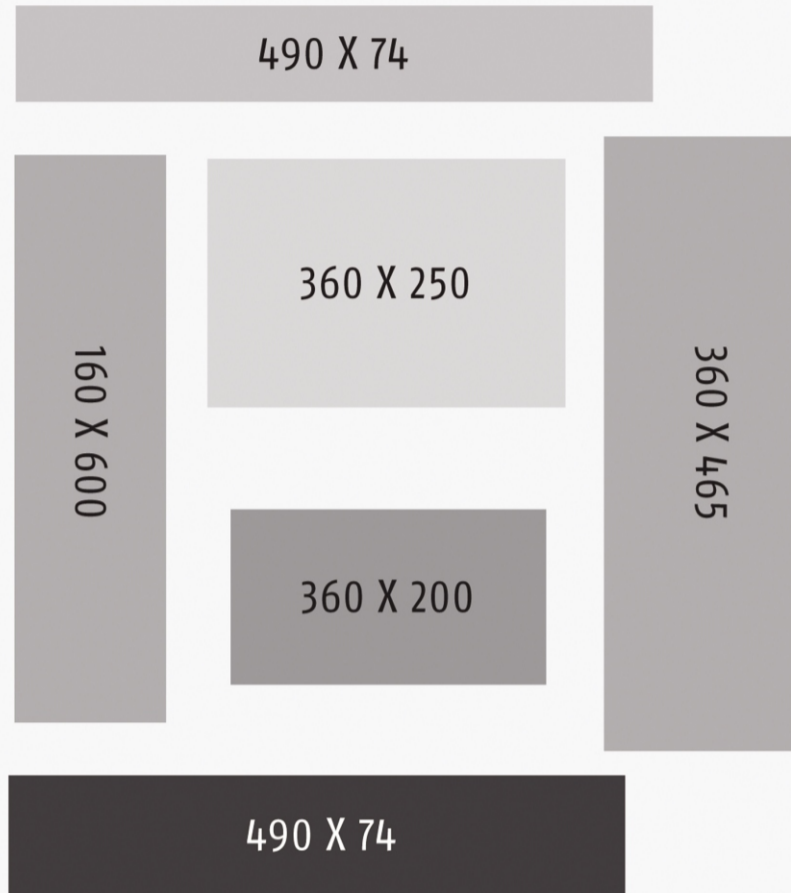


HOME PAGE: DAILY UPDATE

BANNER SIZE / LOCATION 1 MONTH

Title Banner - (490 x74) (Homepage)	N420,000
Full Side Banner - (450 x465) (Homepage)	N525,000
Top Banners - (300 x 60) (Homepage)	N300,000
Bottom Banner - (490 x 74) (Homepage)	N400,000
Top Side Banner - (360 x 250) (Homepage)	N300,000
Center Side Banner - (360 x 250) (Homepage)	N300,000
Side Sky Scrapper Banner (160 x 600) (Homepage)	N300,000
Bottom Side Banner - (360 x 200) (Homepage)	N300,000

ALL DIMENSION IN PIXEL



NEWS PAGE: DAILY UPDATE

BANNER SIZE / LOCATION 1 MONTH

Top Banner - (490 x74) (News page)	N336,000
Bottom Banner - (490 x 74) (News page)	N252,000
Top Side Banner - (360 x 250) (News page)	N210,000
Center Side Banner - (360 x 250) (News page)	N294,000
Side Sky Scrapper Banner - (160 x 600) (News page)	N201,000
Bottom Side Banner (160 x 600) (BusinessLife pages)	N189,000

For advert enquiries, Bookings & Placement Contact:
kola, Advertising Sales & Marketing Manager
Phone - (+234) 808 249 6194
E-mail - kola@businessdayonline.com

BUSINESSDAY

NEWS YOU CAN TRUST www.businessdayonline.com

THURSDAY 06 OCTOBER 2011 VOL.9 NO.186 NGN200 GH CEDI 2.00

FundManagers How to realize potential of bond market P.28
Harvard Business Review The world 3.0 Minder P.11
TAX Tax Incentives on Capital Expenditure - 2 P.29
BD LAW

CBN weighing options for Naira valuation, says Sanusi

Naira trades at N155.4 to the Dollar at WDAS auction

BY OLUKOTUN
The Central Bank of Nigeria (CBN) is considering various options for the management of the Naira exchange rate, Governor Sanusi Lamina Sanusi has said.
The Naira has come under severe pressure in the last three weeks, with analysts raising doubts about the possibility and desirability of defending the national currency within the three per cent band, so is the case currently.
"We do think that there would be a re-orientation as, perhaps late this week or early next week," the CBN governor said, during a CNBC interview, in which he also explained that for each option, there is a cost and benefit analysis, the key is to know if the CBN is in a position to bear the cost of the economy.
"If we insist on preserving the value of the currency, we've got to make sure interest rates significantly or stay to, higher with the cash reserve requirement, or we decrease reserves. Otherwise, we can't do it to deposit the currency and the banks that convert the high cost of imports."
"We've always considered and we've always said our decision will be based on what we see as the sustainable and long term progress."
"Normally, if we do continue to see threats to our price, if we

Plan for cashless economy runs into trouble

Industry estimates said Business Day at the weekend that Nigeria's low point of sale system (POS) density and poor last mile connectivity remains significant obstacles to the success of the Central Bank of Nigeria (CBN) 'Cashless Nigeria' project which is scheduled to go live by June 2012. However, Business Day investigation revealed that there are only about 3,000 functioning POS terminals in the country out of the existing 13,000.

Spain, for instance has 1.6 million active POS terminals with a population of 45 million people, while India which has deployed about 200, 000 POS terminals, reaches 100 million people per annum. With electronic commerce increasingly driving economic growth in developing economies, government's priority should be the infrastructure that electronic commerce requires, analysts have argued. The financial regulator and banks are expected to report on the progress and benefits of moving the economy towards cashless. Only recently, the CBN launched the Integrated Payments Terminal Service (ITS) pilot with the singular



Spain's Economy Minister (left) joins a press conference after meeting with European Commission chief, Jose Manuel Barroso, at the EU headquarters in Brussels, yesterday.

FG agrees to scrap excess crude account for SWF

Investing in SWF, which the new government had wanted to set up to hold the excess funds

BUSINESSDAY

NEWS YOU CAN TRUST

72, Amuwo-Festac Access Road, Amuwo Odofin, Lagos, Nigeria