

Advertisement Rate Card

Effective from 1 April 2025



Leaderboard

Common Sizes

- 970X90 Large Leaderboard
- 728X90 Leaderboard
- 468 x 60- Banner
- 320X50 Small/ Mobile Leaderboard
- 320X60 Small/ Mobile Leaderboard
- 320X100 Small/ Mobile Leaderboard/ Mobile Large Leaderboard

Common Sizes

- 120X600
- 160X600



Sky
Scraper

Box Banner

Common Sizes

- 200X200 Small Square Box Banner
- 250X250 Small Square Box Banner
- 300X250 Inline Rectangle
- 336 x 280-Large Rectangle
- 300 x 600 Half-Page Ad



Desktop Version



Homepage of Desktop Version "Technically: Desktop Homepage". Similar to first page of a typical Newspaper. All other pages in desktop version are called Desktop Details Page "either can be every/all/any content details or details of any specific segment e.g. Lifestyle, sports, Entertainment etc.

Desktop Homepage

ATF Positions (Premium)

[illegible]

[illegible]

Pricing

Desktop Homepage ATF Positions (Premium)

Marked are ATF (Above The Fold Positions)/Premium Positions: Base rate: 75 TK CPM

*CPM: Cost per thousand impressions (technically, "cost per mille") Sponsored: Fixed rate regardless impression capping

Identifier	Size (Pixel)
Ad Wide 1	970X90 Large Leaderboard
Ad Wide 2	728X90 Leaderboard
Ad Wide 3	728X90 Leaderboard
Inline Rectangle-1	300X250
Inline Rectangle-2	300X250
Inline Rectangle-3	300X250
Rectangle-1	250X250
Rectangle-2	250X250
Rectangle-3	250X250
Rectangle-4	250X250
Rectangle-5	250X250
Half Page-1	300X600



Details

All other pages in Desktop Version other than the Desktop Homepage are called Desktop Details Page "either can be every/all/any content details or Details of any specific segment e.g. Lifestyle, sports, Entertainment etc is also an issue of consideration either in Desktop or in Mobile Version

Pricing

Desktop Homepage

ATF Positions (Premium)

- Marked are ATF (Above The Fold Positions)/Premium Positions: Base rate: 75 TK CPM
- Marked are BTF (Below The Fold Positions)/ ordinary Positions: Base rate: 60 TK CPM
- Uncultivable Adplaces are Mostly Filled with Local or Foreign 3rd Party/ Adnetworks. These adplaces are also used to manipulate impressions of different clients to achieve their impression target.

*CPM: Cost per thousand impressions (technically, "cost per mille")
Sponsored: Fixed rate regardless impression capping.

Identifier	Size (Pixel)
Ad Wide 1	970X90 or 728X90
Ad Wide 2	970X90 or 728X90
Ad Wide 3	970X90 or 728X90
Rectangle-1	300X250
Rectangle-2	300X250

Mobile Version



Homepage of Mobile Version "Technically: Mobile Homepage". Similar to first page of a typical Newspaper. All other pages in mobile version are called Mobile Details Page "either can be every/all/any content details or details of any specific segment e.g. Lifestyle, sports, Entertainment etc.

Welcome/Pop-up Ad

8:00am to 2:00pm 15,000TK/hour

2:00pm to 5:00pm 10,000TK/hour

5:00pm to 7:59pm 10,000TK/hour

Reach Media (backed by HTML) and Site Blocker

>120TK CPM "while the client provides creative"

>150TK CPM "If we need to prepare the creative, while creative support will be provided only for minimum 300,000TK buy". Depending on the level of difficulty of the innovation 25-50% extra charge is applicable.

Discounts:

If billing amount is more than or equal to 300,000TK but less than 500,000TK

Agency Discount 40%,

Direct Client Discount 30%)

If billing amount is more than or equal to 500,000TK

Agency Discount 45%,

Direct Client Discount 35%

Note: If any Campaign is withdrawn before the end date 30% extra change of the spent amount is applicable.