

# Advertisement Rate Card

Effective from 1 April 2025



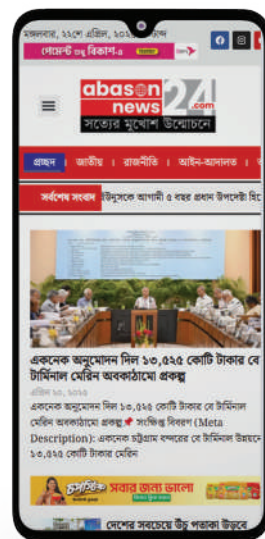
# Leaderboard

## 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.





[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.***