

DHAKA POST

DhakaPost.com is an online Bangla news portal to provide accurate, objective, and real-time news to its audience across the country. With the slogan of 'সত্যের সাথে সন্ধি', the online news portal started its journey in 16th February 2021.



❖ Dhaka Post Overview

4.5 million

Monthly Users

16+ million

Monthly Pageviews

10

Alexa Ranking In BD

20+ minutes

Average A User Spends Daily

168 countries

Audience Visit From

2.6+ million

Facebook Followers

Ref: Google Analytics & Alexa.com

❖ Advertising Method

We offer our regular advertising with **CPM** (cost per thousand impressions) method where advertisers pay for every thousand impressions or views. As an example, if DhakaPost.com charges BDT 50 for banner advertisement that means advertiser will pay BDT 50 for 1,000 impressions or views.

❖ Targeting Opportunities

❖ Section Wise Targeting:

- News Section
- Sports Section
- Entertainment
- Lifestyle & Feature

❖ GEO Base Targeting

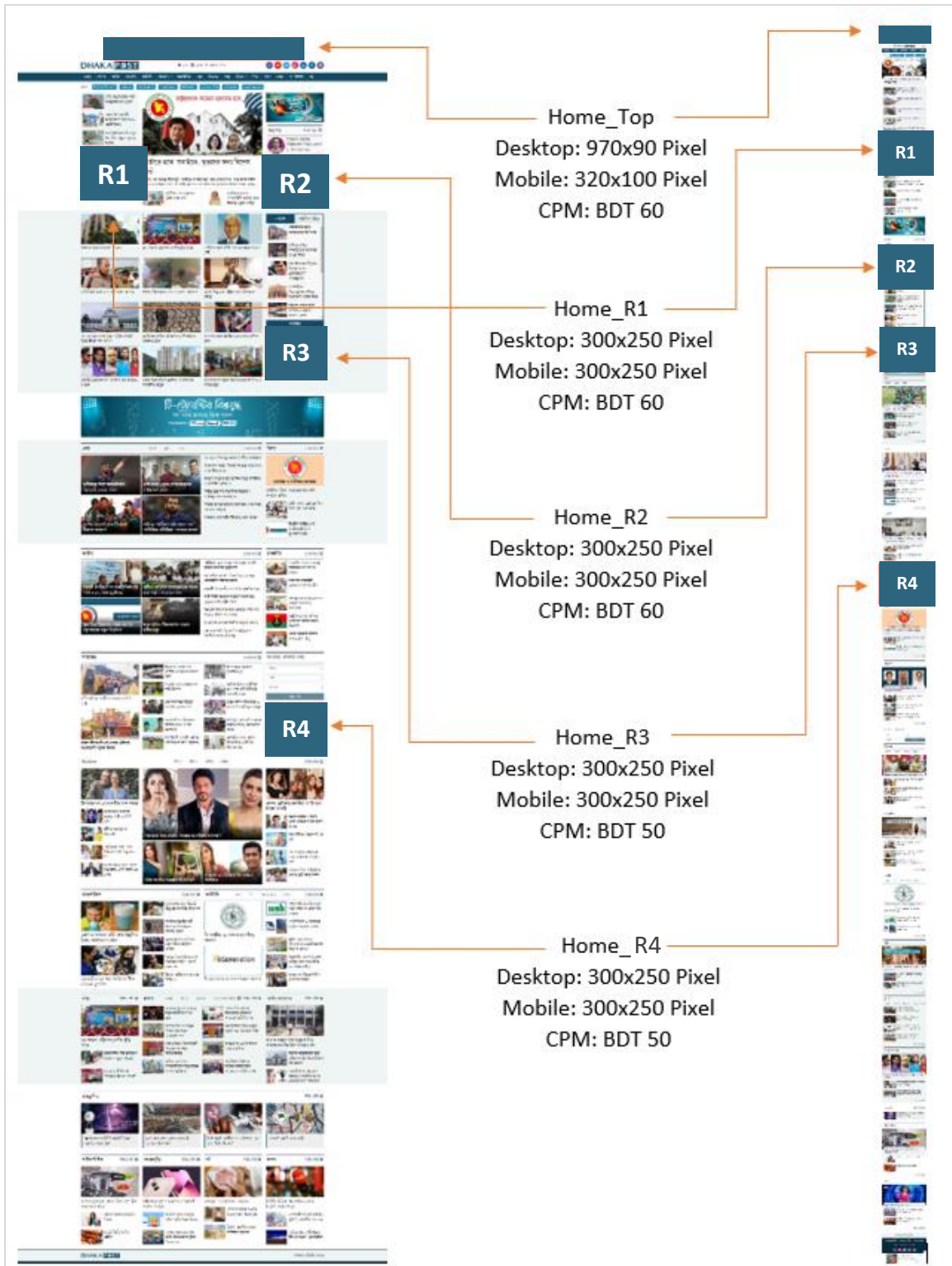
❖ Demographic Targeting

❖ Device Targeting

❖ User Frequency Capping



❖ Placements_Home Page



❖ Placements_Article Page



Article_Top & R1
 Desktop: 970x90 / 300x250
 Mobile: 320x100 Pixel
 CPM: BDT 50
R1 Position Is Only for Desktop

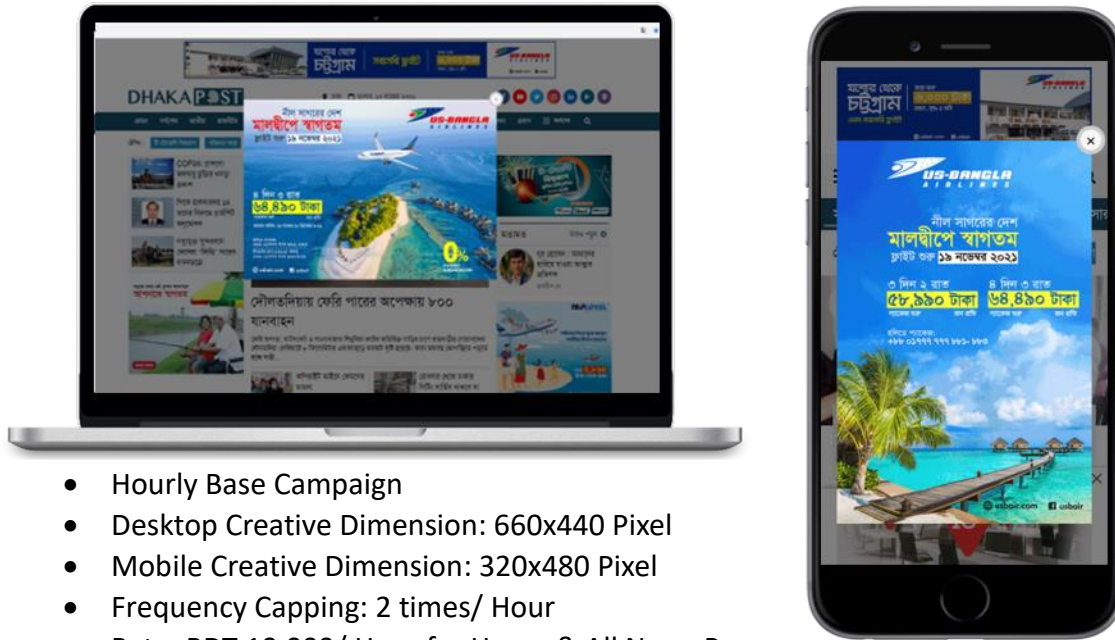
Article_Middle-1
 Desktop: 970x90/300x250
 Mobile: 300x250 Pixel
 CPM: BDT 50

Article_Middle-2
 Desktop: 300x250
 Mobile: 300x250 Pixel
 CPM: BDT 50

Article_Bottom
 Desktop: 300x250
 Mobile: 300x250 Pixel
 CPM: BDT 40

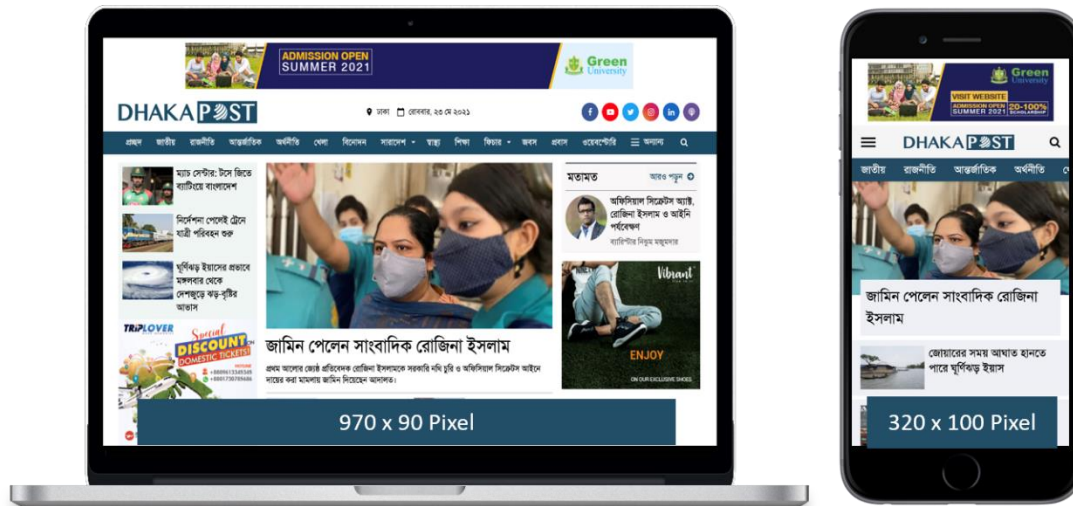
- With scroll down, eventually more pages will be loaded automatically.

❖ Interstitial/ Pop-up Ad



- Hourly Base Campaign
- Desktop Creative Dimension: 660x440 Pixel
- Mobile Creative Dimension: 320x480 Pixel
- Frequency Capping: 2 times/ Hour
- Rate: BDT 10,000/ Hour for Home & All News Pages

❖ Sticky Banner Ad



- Desktop & Mobile Sticky Banner
- Desktop Creative Dimension: 970x90 Pixel
- Mobile Creative Dimension: 320x100 Pixel
- CPM Rate: BDT 60

❖ Facebook Live Sponsorship



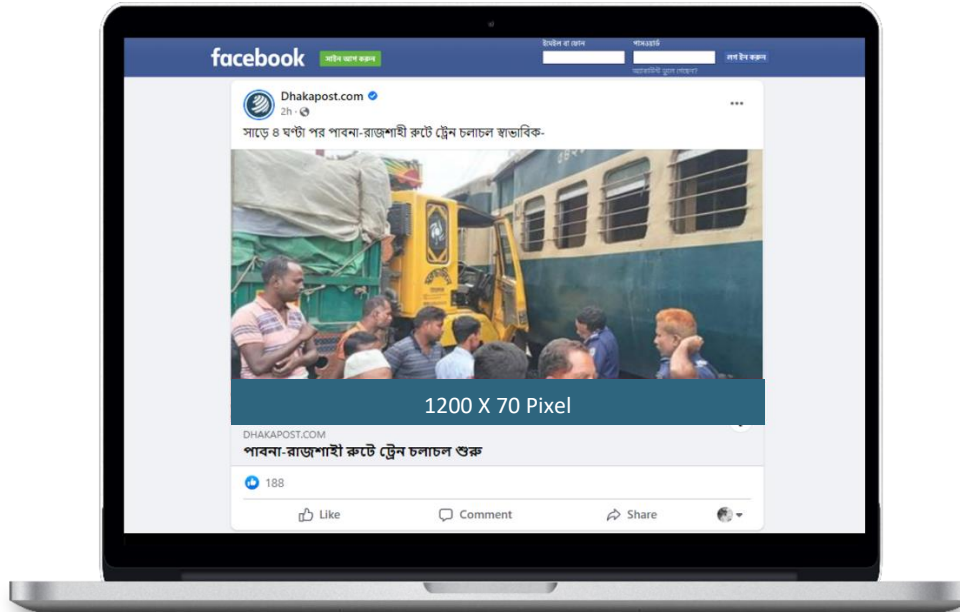
- Facebook Live Sponsorship on selected topic
- Brand's Logo, Sting & Backdrop will be sponsored.
- Pre-announcement will be posted on Dhaka Post's Facebook Page along with sponsored brand visibility.

❖ Advertorial/ Sponsored Content



- Sponsored article
- Home page pin for a certain time
- Details page-Top & Middle banner sponsored
- Facebook share & Paid Promotion to reach the committed audiences.

❖ Facebook GPI Branding



- Facebook GPI Branding
- Creative Dimension: 1200x70 Pixel
- Rate: BDT 20,000/ Day All News (Minimum Daily Uploaded News 200)

❖ News Video Sponsorship



- News Video
- Sponsored opportunity with Logo
- Web & Social Channel Presence



- ❖ Drugs, Tobacco, Alcohol, Nudity & Sexual Material Will Not Be Allowed.

❖ NOTE

- Creative format can be JPEG, PNG, GIF or HTML.
- Each creative's weight must be below 100 KB for regular banner ad.
- Payment must be paid including 15% VAT as per gov. policy.

❖ REACH US FOR ADVERTISEMENT

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- Phone: +8809613678678
- Email: murtuza@dhakapost.com
- 95 Sohrawardi Avenue, Baridhara Diplomatic Zone, Dhaka 1212.

END