

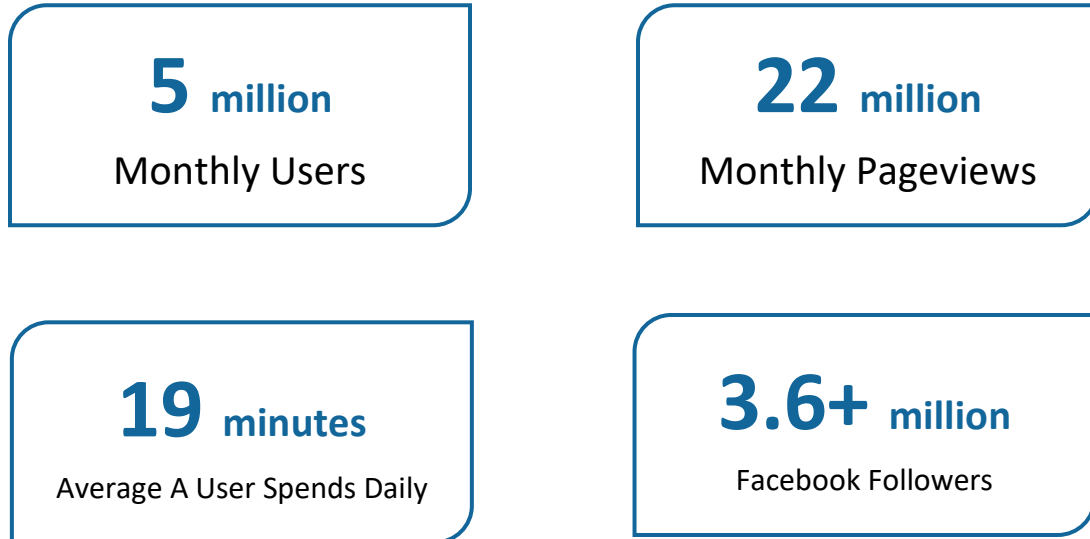
DHAKA POST

সত্যের
সাথে সন্ধি

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



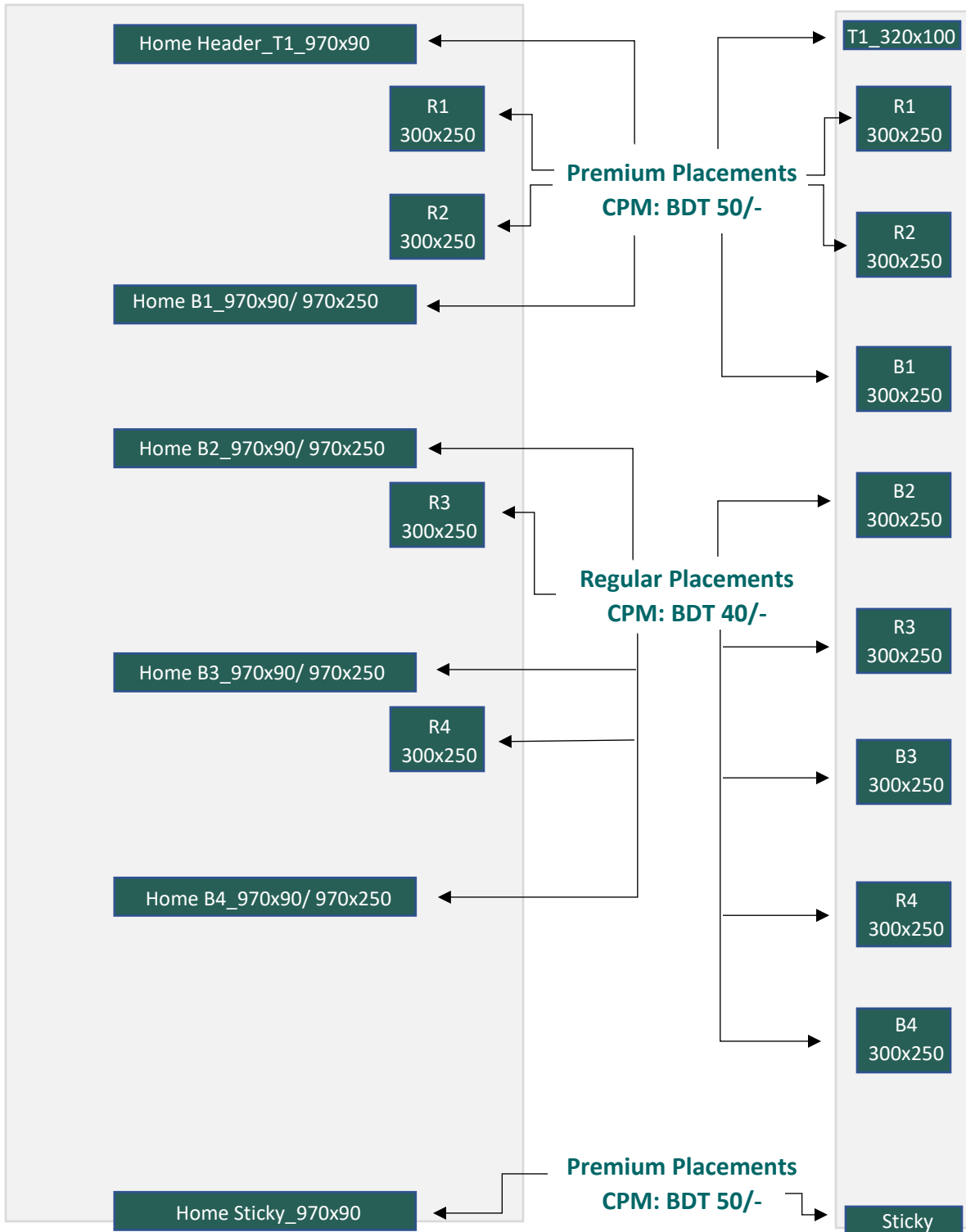
Ref: Google Analytics & Facebook

❖ 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.

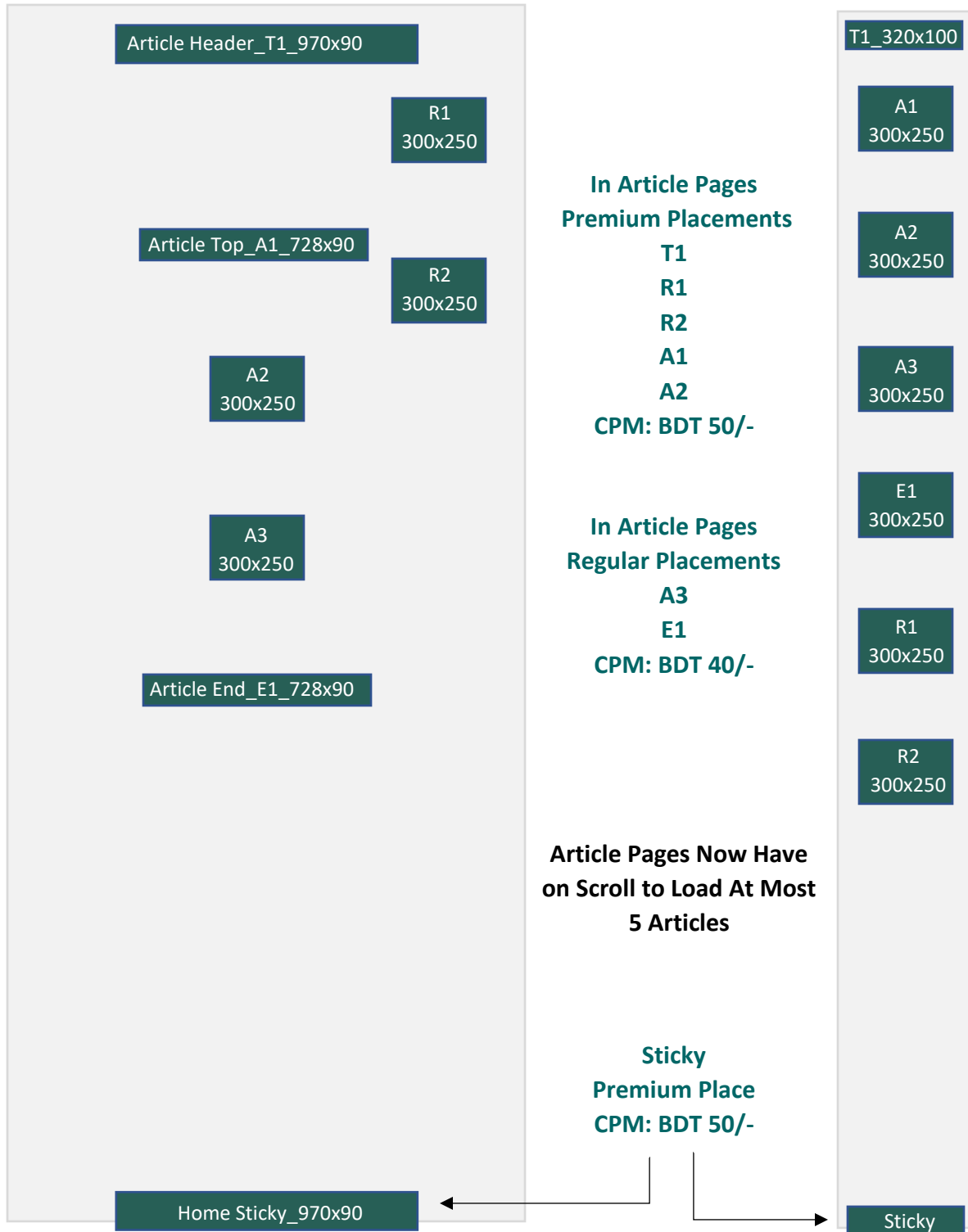
Also, we offer Fixed Placement & Customized campaign based on the availability of the space.

❖ AD PLACEMENTS_HOME PAGE



- Fixed/ Sponsored Placements Are Offered Based on the Availability.

❖ PLACEMENTS_ARTICLE PAGE



- Fixed/ Sponsored Placements Are Offered Based on the Availability.

❖ INTERSTITIAL/ POP-UP AD



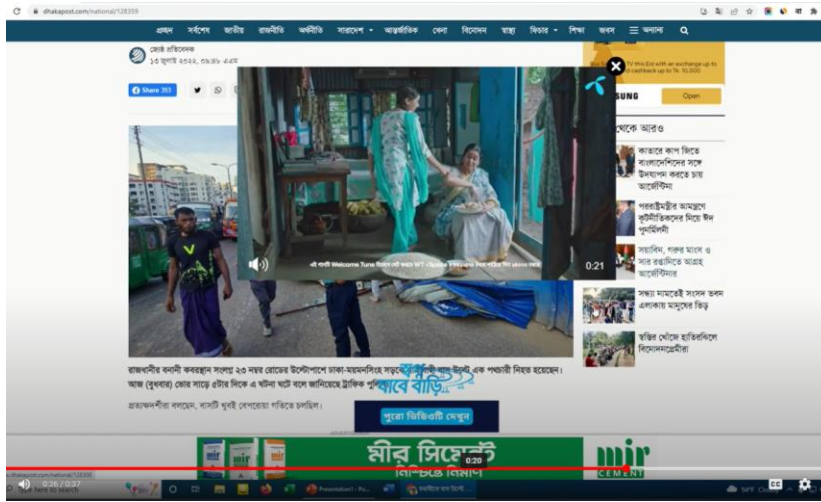
- Hourly Base Campaign (minimum 4 hours)
- Desktop Creative Dimension: 660x440 Pixel
- Mobile Creative Dimension: 320x480 Pixel
- Frequency Capping: 3 times/ Hour
- Rate: BDT 10,000/Hour for Home & All News Pages at A Time

❖ STICKY BANNER AD



- Desktop & Mobile Sticky Banner
- Desktop Creative Dimension: 970x90 Pixel
- Mobile Creative Dimension: 320x100 Pixel
- CPM Rate: BDT 50

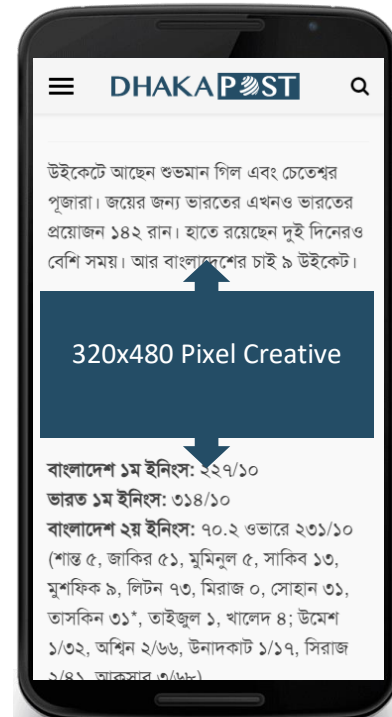
FLOATING RICH MEDIA



- Floating Rich Media Ads
- HTML creatives with video
- Served with CPM based
- [Desktop Demo](#) [Mobile Demo](#)

PARALLAX ADS

- Parallax Ads
- Visible during scrolls through content on phone
- CPM based
- 320x480 Pixel (GPEG/PNG)
- CPM Rate: BDT 75



❖ ADVERTORIAL/ SPONSORED ARTICLE



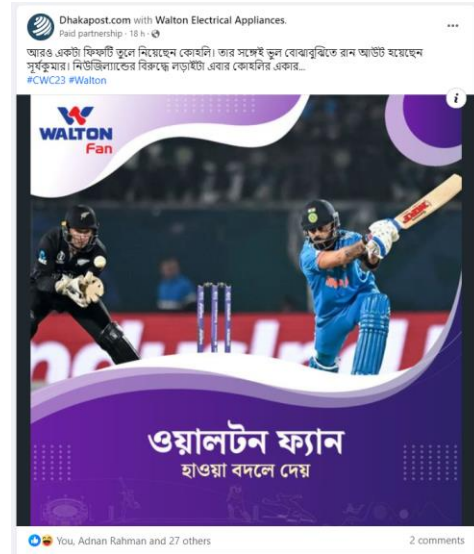
- Sponsored article
- Home page pin for a certain time
- Details page-Top banner sponsored
- Facebook share with GPI & Paid Promotion to reach the committed audiences.

❖ FACEBOOK GPI BRANDING



- Facebook GPI Branding
- Creative Dimension: 1200x75 Pixel

FACEBOOK PHOTO POST BRANDING



- Facebook Photo Post Branding with Custom Title
- Multiple Frame Design as Brand Required
- Brand Page Tag as Paid Partnership
- Minimum Number of Posts 50

FACEBOOK STORY BRANDING



- Facebook Story Branding
- Against 2 branded story 1 dedicated is placed
- Average Reach 40K/ Story
- Minimum Number of Story 50



❖ 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 300 KB for regular banner ad.
- Payment must be paid including 15% VAT as per gov. policy.

❖ **REACH US FOR ADVERTISEMENT**

- Mobile: +88 01847175240
- Phone: +8809613678678
- Email: murtuza@dhakapost.com
- 95 Sohrawardi Avenue, Baridhara Diplomatic Zone, Dhaka 1212.

END