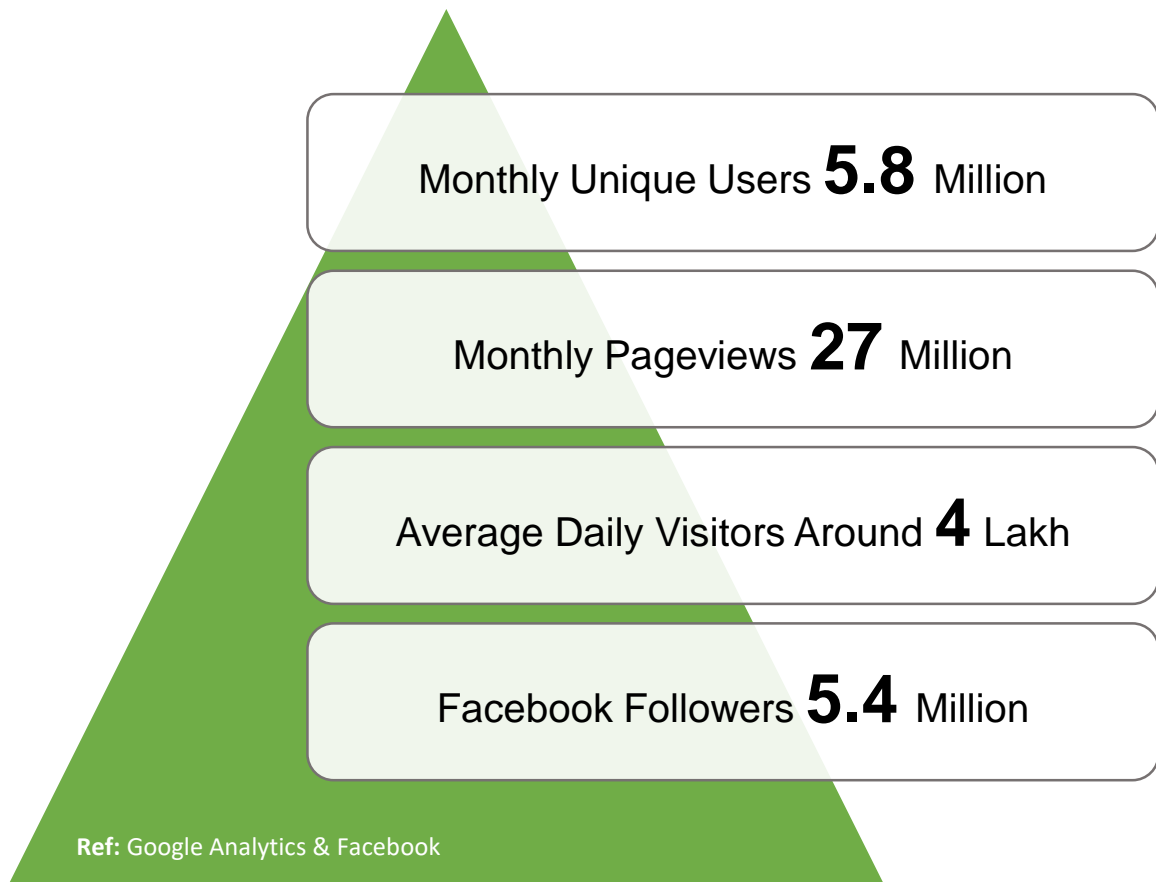
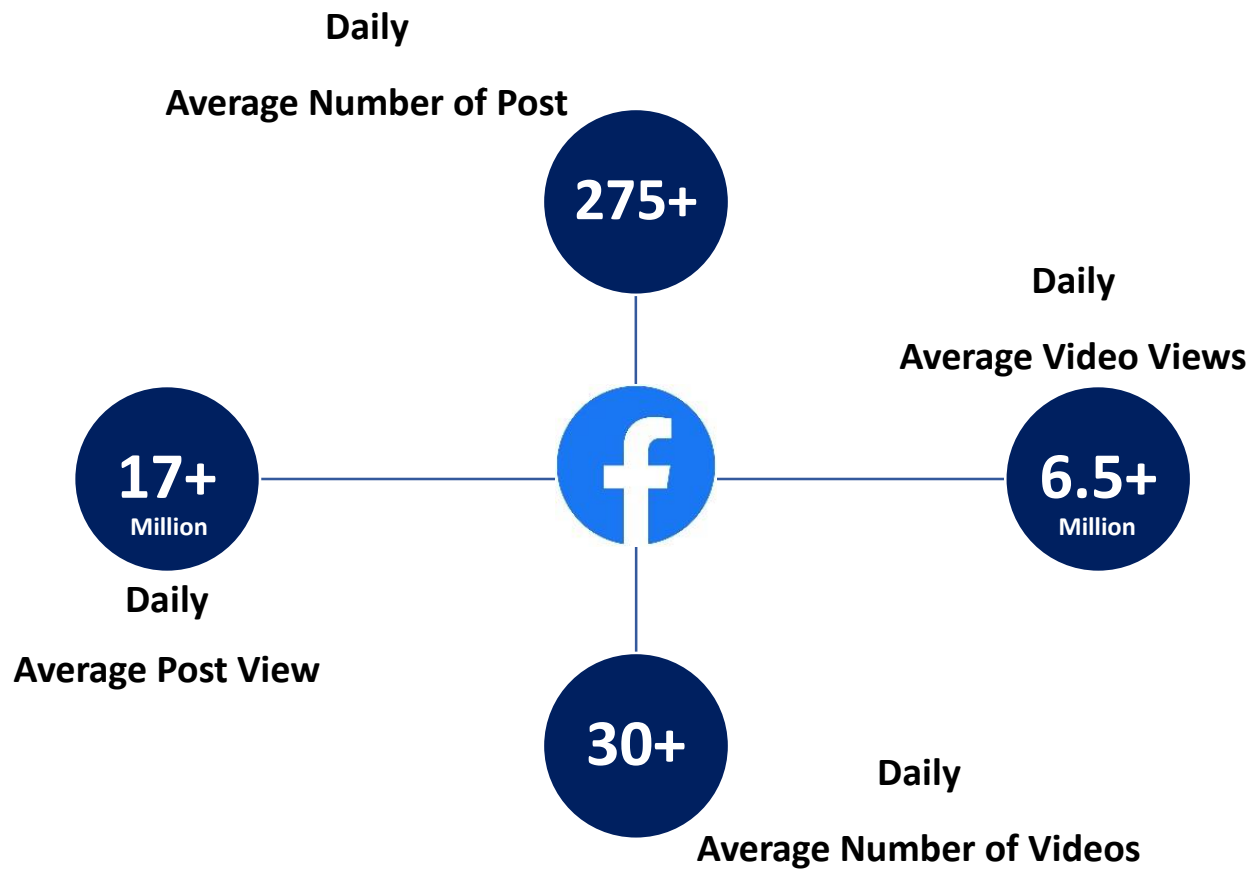




DhakaPost.com is a multimedia based online Bangla news portal to provide accurate, objective, and real-time news to its audience across the country. With the slogan of 'সত্যের সাথে সন্ধি', the online news portal started its journey in 16th February 2021.



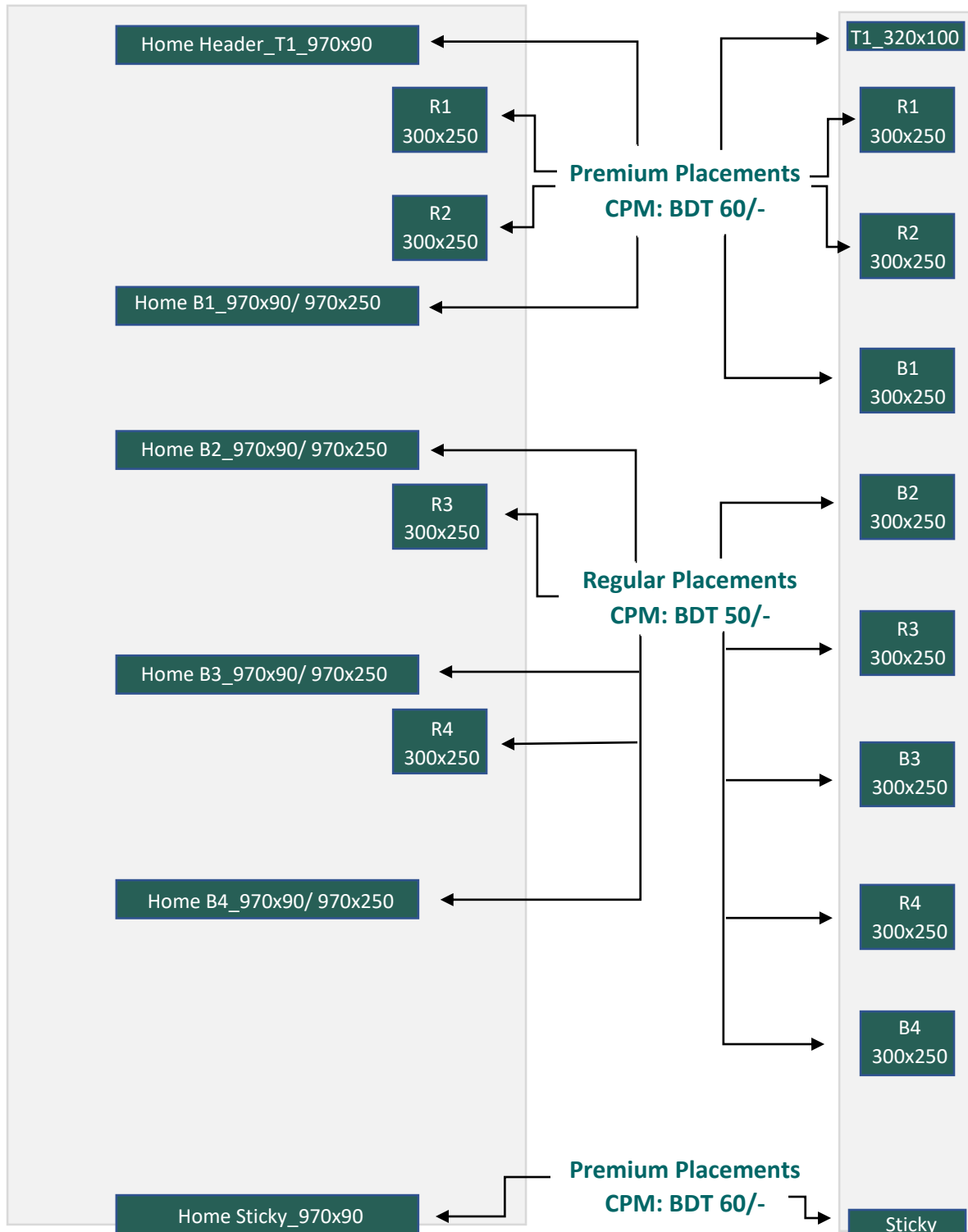


❖ ADVERTISING METHOD

We offer regular advertising on a CPM (cost per thousand impressions) basis, where advertisers pay for every 1,000 ad views. For example, if DhakaPost.com charges BDT 50, the advertiser pays BDT 50 for 1,000 impressions.

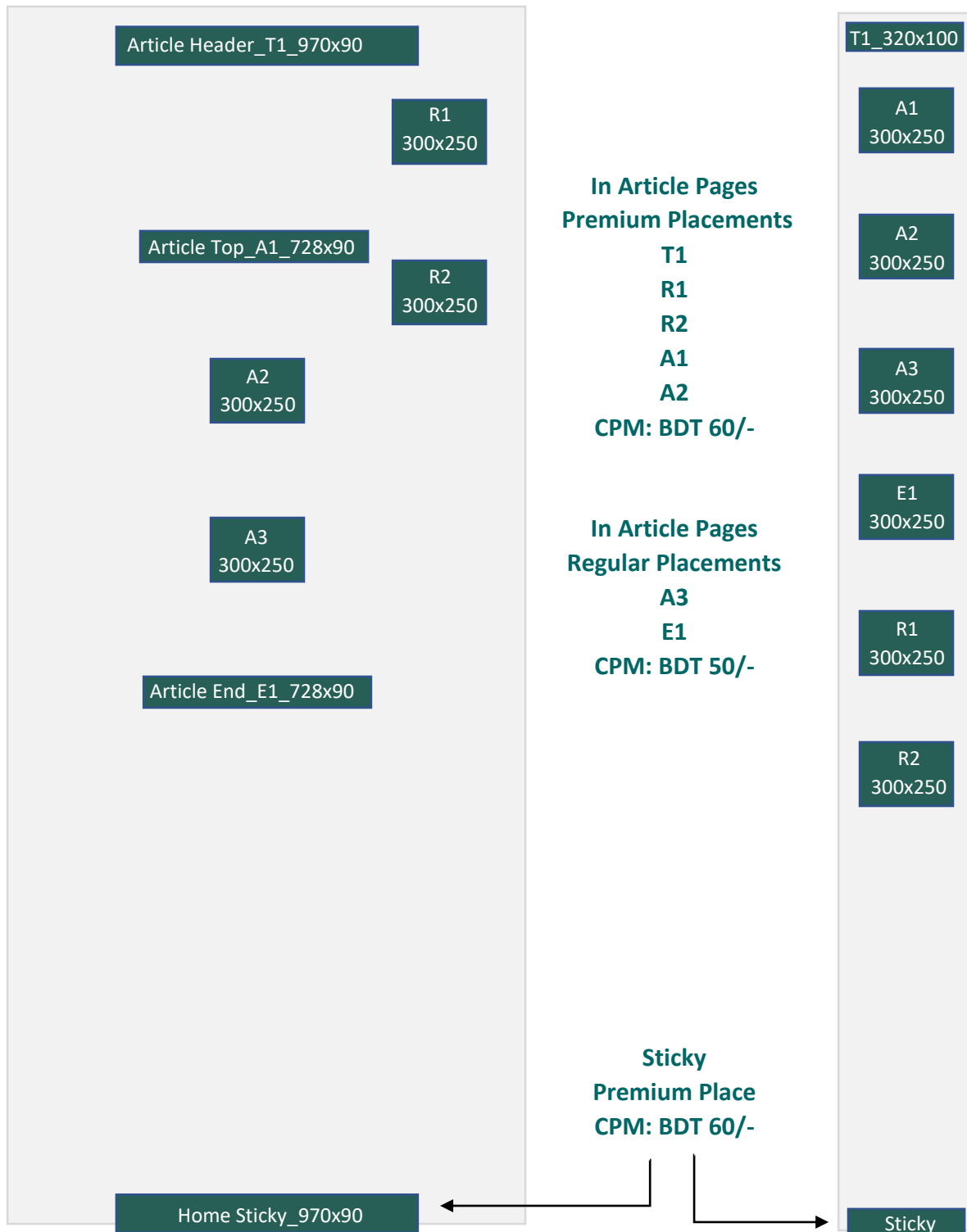
Also, we offer Fixed Placement & Customized campaign based on the availability of the space.

❖ AD PLACEMENTS_HOME PAGE





PLACEMENTS_ARTICLE PAGE



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

❖ INTERSTITIAL/ POP-UP AD



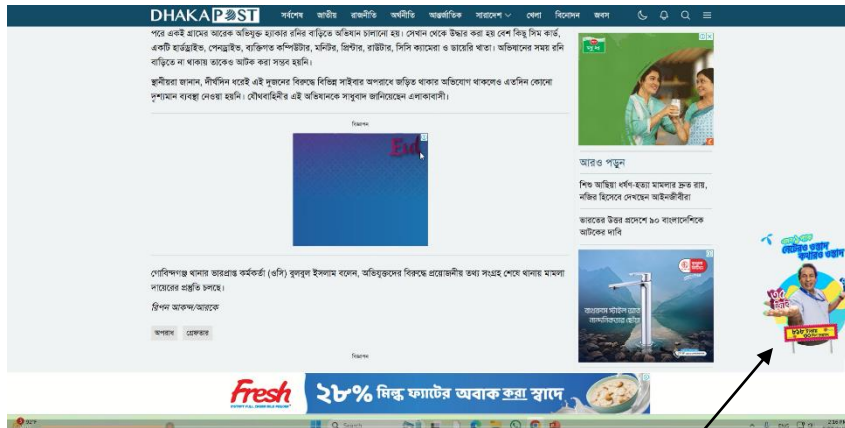
- Hourly Base Campaign (minimum 4 hours)
- Home & Article Page Separate Pricing
- Served with Hourly Capping: 3 times/ Hour
- Creative: 660x440 & 320x480 Pixel
- Rate: **BDT 10,000/ Hour** (Home & Article Separate Price)

❖ FULL-PAGE TAKEOVER_ RICH MEDIA



- Hourly Base Campaign (minimum 4 hours)
- Home & Article Page Separate Pricing
- Served with Hourly Capping: 3 times/ Hour
- Serving Method: Google Ad manager only
- Creative: HTML only (1x1)
- Regular Rate: **BDT 12,000/Hour** (Home & Article Separate)

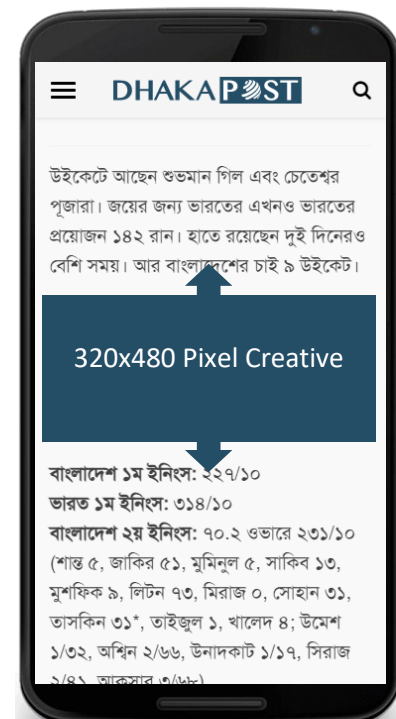
RICH MEDIA_FLOATING ADS



- Hourly Base Campaign (minimum 4 hours)
- Home & Article Page Separate Pricing
- Served with Hourly Capping: 3 times/ Hour
- Serving Method: Google Ad manager only
- Creative: HTML
- Rate: **BDT 10,000/ Hour** (Home & Article Separate Price)

PARALLAX ADS

- Parallax Ads
- Visible during scrolls through content on phone
- CPM based or Customized way
- 320x480 Pixel (HTML, JPEG or PNG)
- CPM Rate: **BDT 70**



❖ IMAGE OVERLAY/TAKEOVER

The screenshot shows a DhakaPost article titled 'ভারতের কাছাকাছিও নেই পাকিস্তান' (Not even close to Pakistan). An advertisement for GAZI gas stoves is overlaid on the article. The ad features a woman cooking, the GAZI logo, and a 'Click to Order' button. Arrows point to the overlay and the article content.

- Image Take over from all devices **with call to action**
- Placement: News article thumb image (Take over for 6 second)
- Freezing Sticky ads above thumb image with call to action/Landing URL
- Serving with CPM or Sponsored

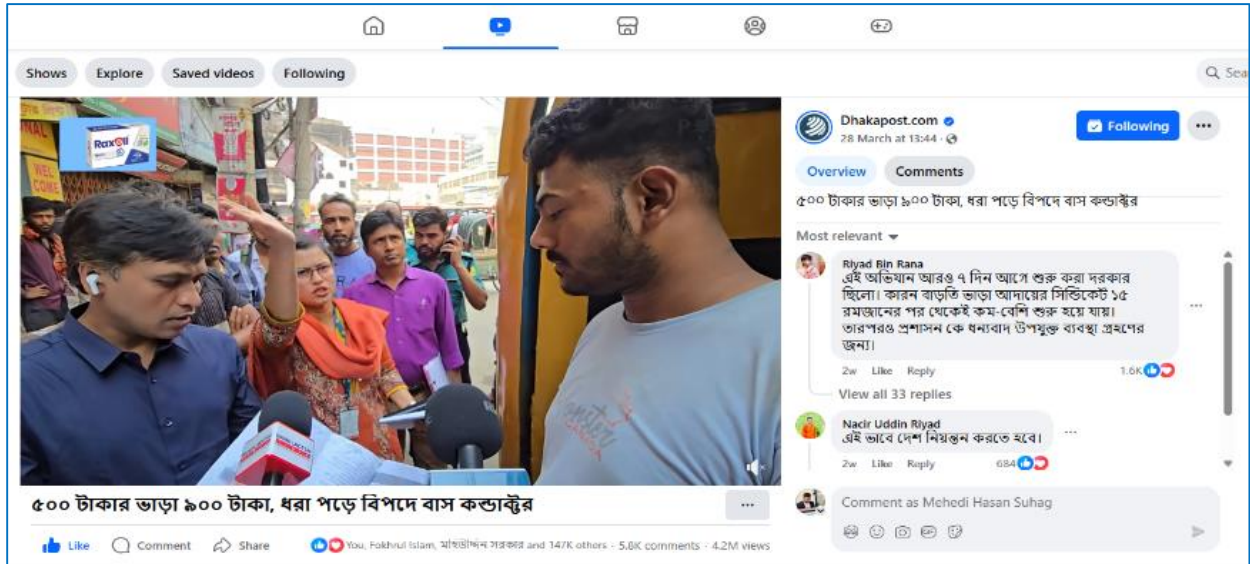
❖ FACEBOOK GPI BRANDING

The left screenshot shows a Facebook post from DhakaPost.com dated 1 April. The post features a street scene and a 'পুরো মাস কানেক্টেড ১ প্যাকে' (Full month connected 1 package) offer. The right screenshot shows a Facebook post from DhakaPost.com dated 22 May at 22:37. The post features a group of people at a table and a 'জৈদের বাসটিকেট' (Jaidar's bus ticket) offer.

- Facebook GPI Branding
- Creative Size: 1200x85 Pixel
- Minimum Number of Posts 50



VIDEO & REELS BRANDING



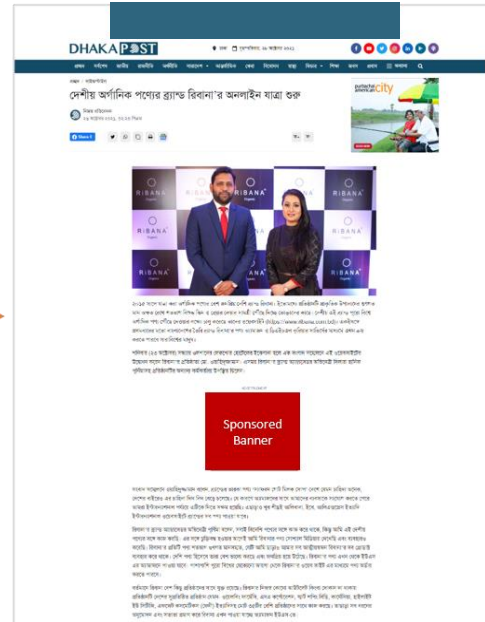
- Both Platform Facebook & YouTube
- Video will be branded with logo, OVC and popup
- Reels will be branded with Doggy (500x90 Pixel)



ADVERTORIAL/ SPONSORED ARTICLE



- Sponsored article
- Home page pin for a certain time
- Details Page-Top banner sponsored
- Facebook share with GPI/ Photo Card to reach maximum audiences.



FACEBOOK PHOTO POST BRANDING



- Facebook Photo Post Branding with Custom Title
- Multiple Frame Design as Brand Required
- Minimum Number of Posts 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