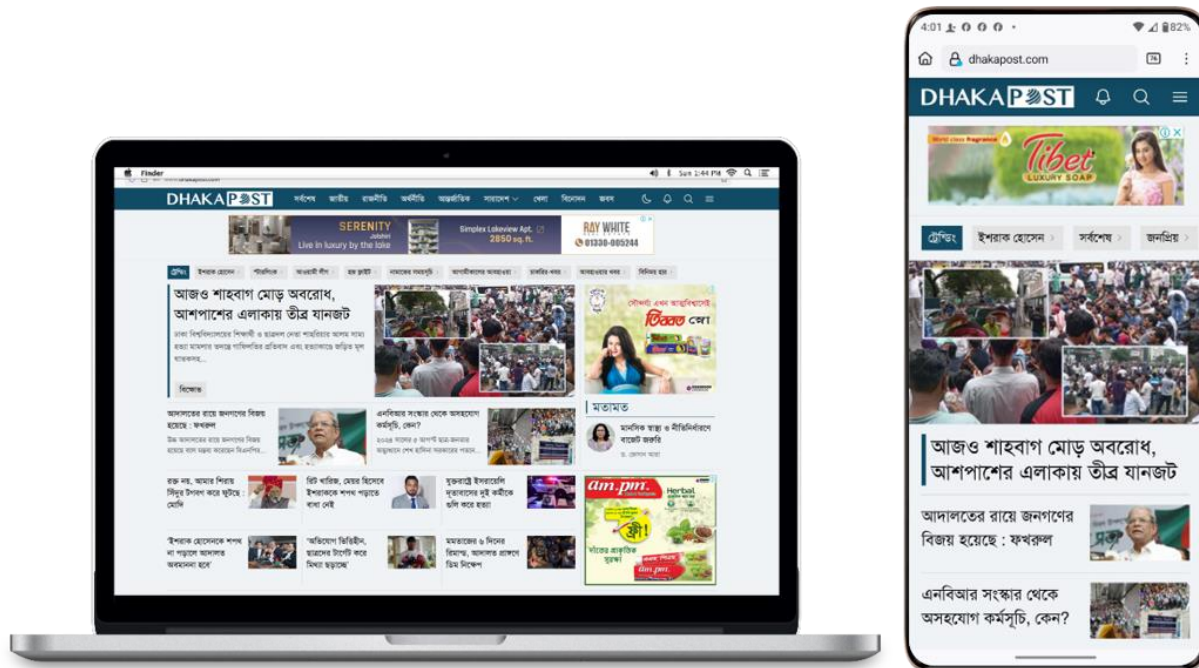


DHAKA POST

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



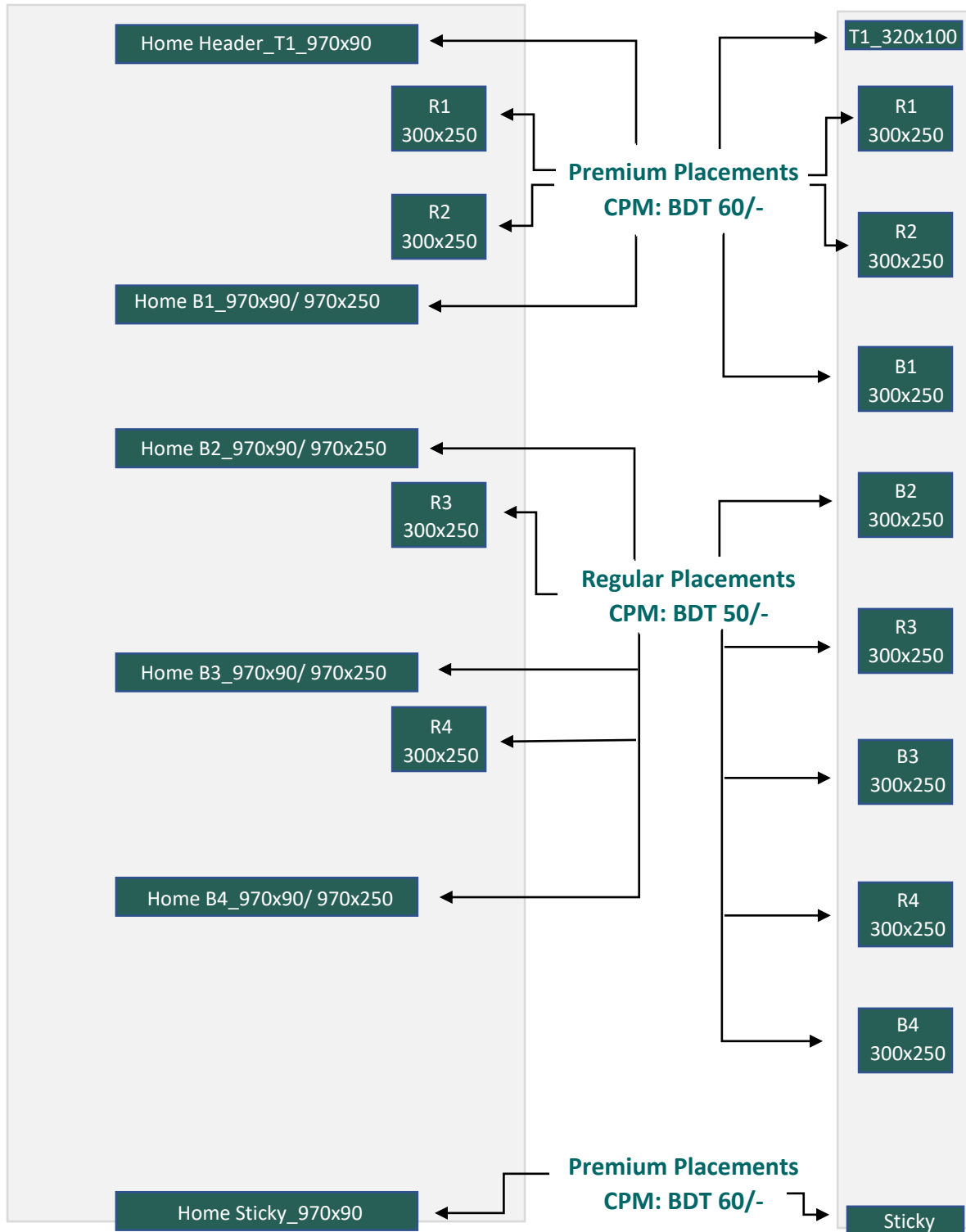
Ref: Google Analytics & Facebook

❖ 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.

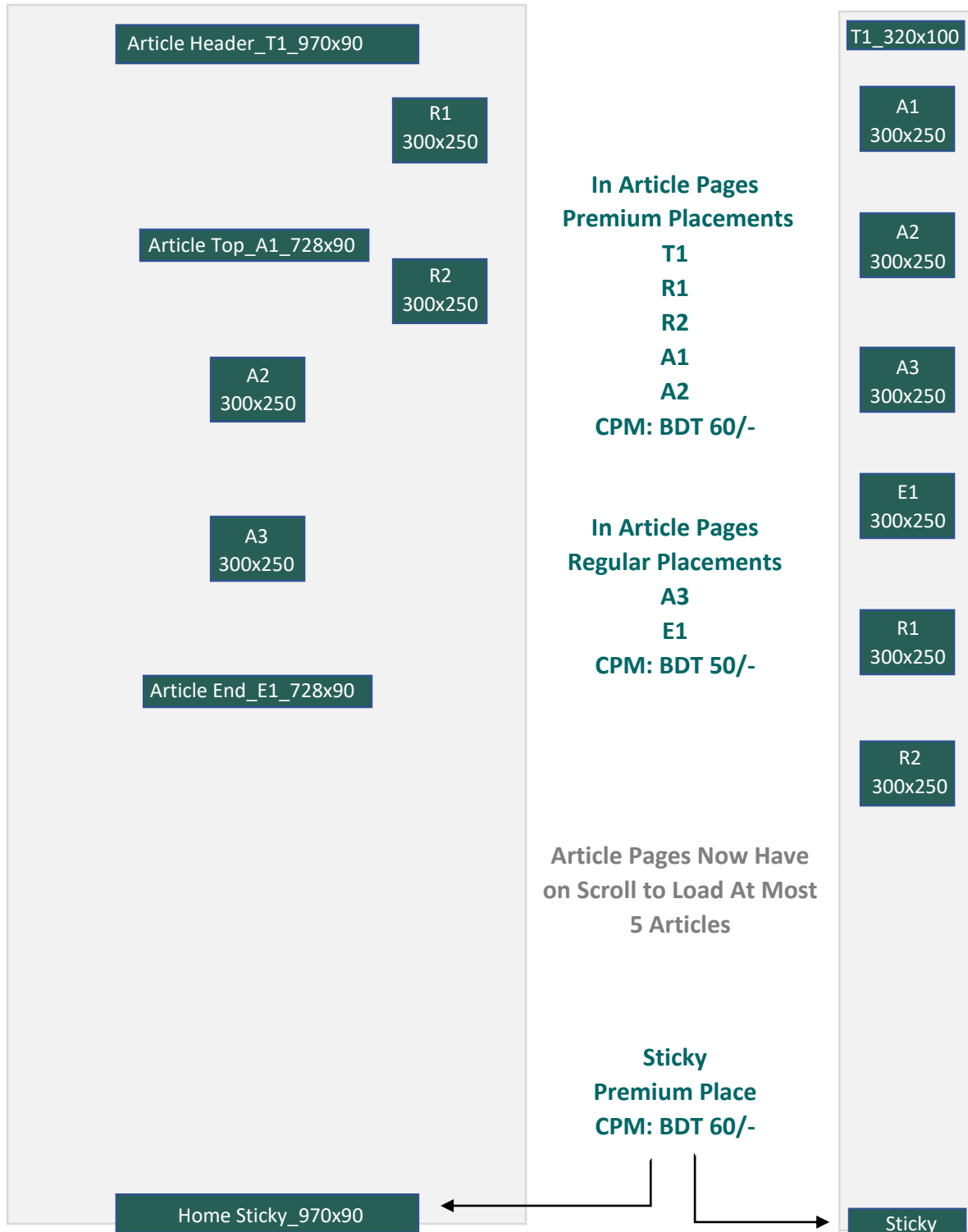
❖ AD PLACEMENTS_HOME PAGE



- 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

❖ RICH MEDIA_FULL-PAGE TAKEOVER



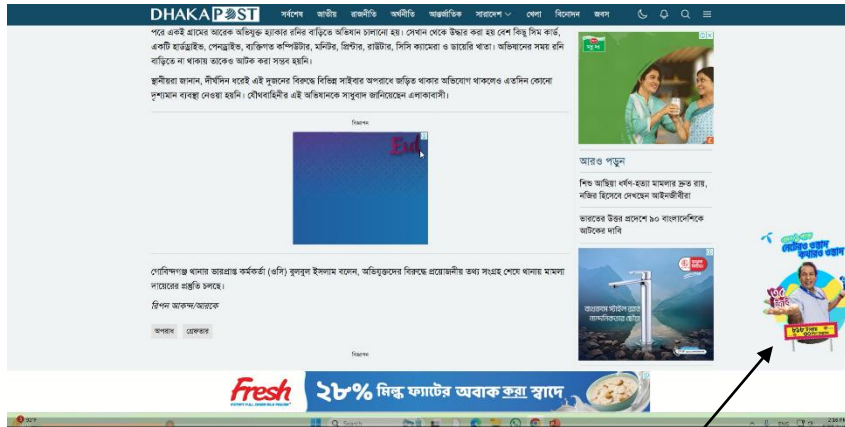
- Full-page takeover / page takeover
- Hourly Base Campaign (Capping: 3 times/ Hour)
- Serving Method: Google Ad manager
- Rate: BDT 12,000/Hour

[Demo Link 1](#)

[Demo Link 2](#)



RICH MEDIA_FLOATING

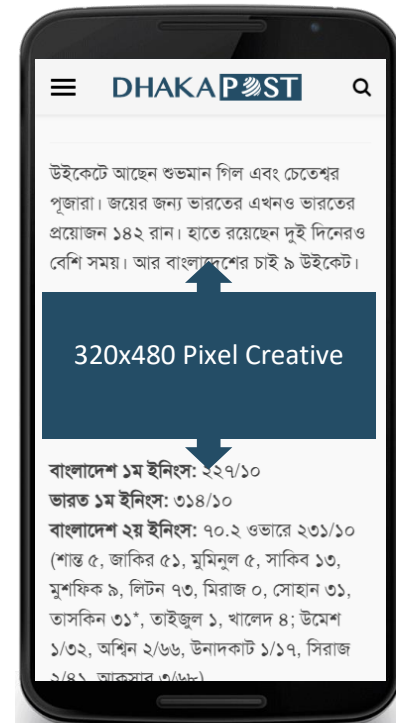


- Floating Rich Media Ads
- Serving Method: Google Ad manager
- Served with CPM & Hourly based
- [Desktop Demo](#) [Mobile Demo](#)



PARALLAX ADS

- Parallax Ads
- Visible during scrolls through content on phone
- CPM based or Customized way
- 320x480 Pixel (HTML, GPEG 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 overlay features a woman cooking and the product image. Arrows indicate the overlay's placement and duration.

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

[Demo Link](#)

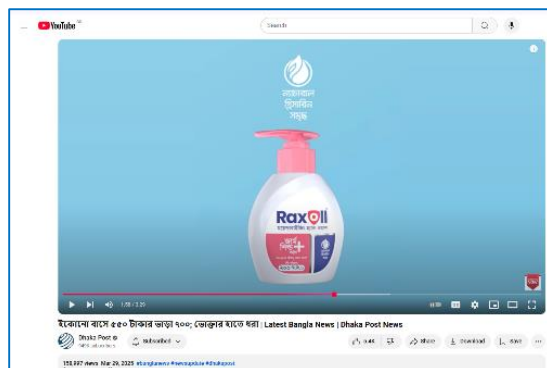
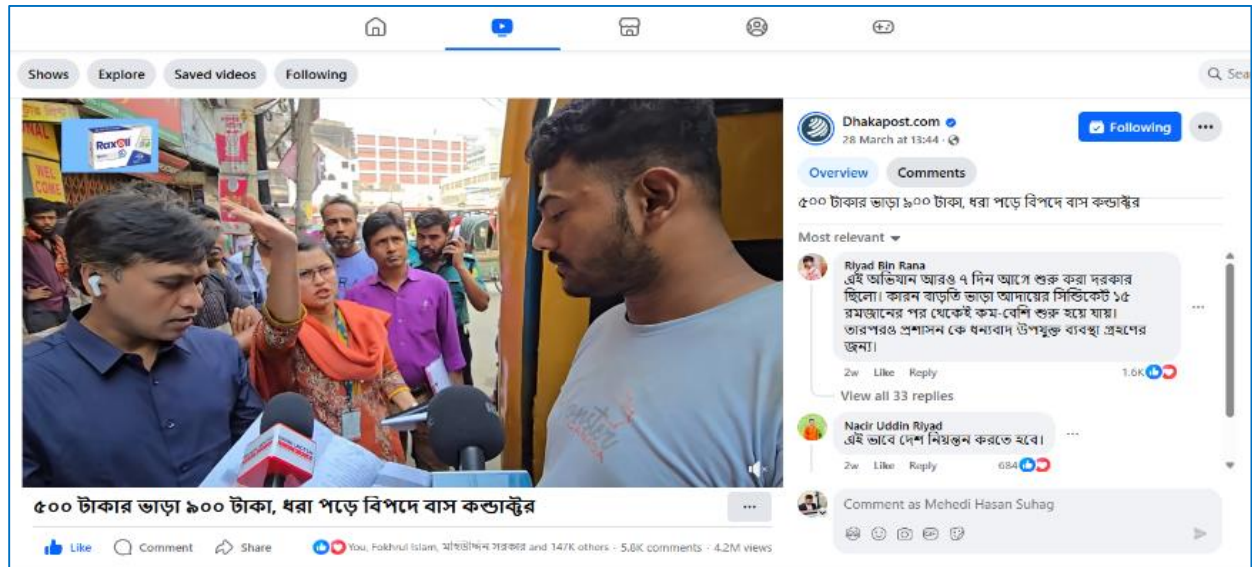
❖ FACEBOOK GPI BRANDING

The left screenshot shows a Facebook post from DhakaPost.com dated 1 April. The post features a street scene with a GPI overlay. 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 with a GPI overlay.

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



VIDEO & REELS BRANDING



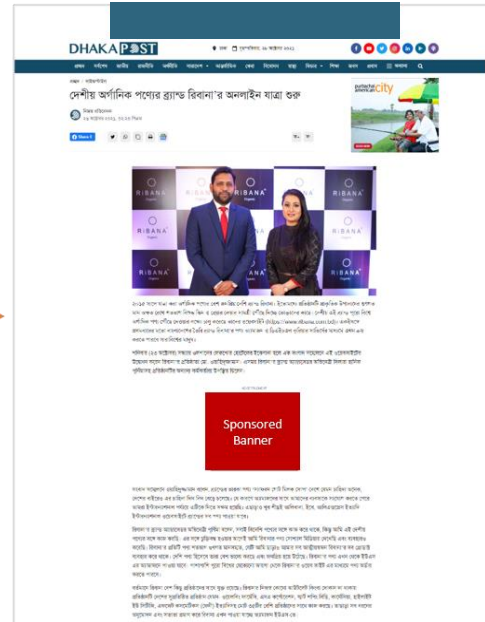
- Both Platform Facebook & YouTube
- Video will be branded with logo, OVC and popup
- Reels will be branded with Doggy (500x90 Pixel)



ADVERTORIAL/ SPONSORED ARTICLE



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