



**Prothom Alo Digital
Sales Kit
2017**

INTRODUCTION

Prothom Alo started its journey back in 1998 and the readership is growing exponentially throughout the years both on online and print newspaper.

Being the largest and most widely read Bangla language website in the world across all segments and categories, currently our combined readership for both print and online (www.prothom-alo.com) is around **5.5 Million** readers a day.

In the online version, our readers consume more than **190+ Million** pages of content, visiting our news portal from **220 countries** across the globe, we serve more than **600+ Million** ad impressions per month.

In a recent media survey, we have been perceived as the 'Hero' brand by Bangla language speakers worldwide. We are also well known for our Diligent, Neutral and Professional journalism.



SITE OVERVIEW



Average Monthly Users:
12.5+ Million



Average Monthly Pageviews:
200+ Million



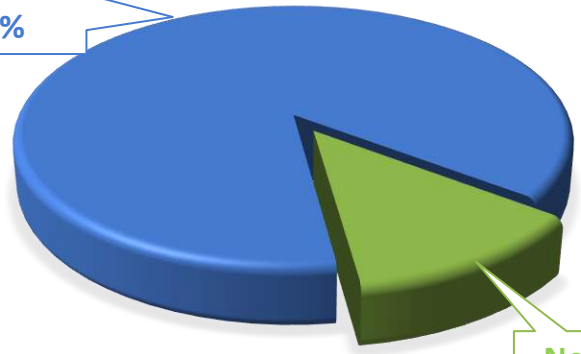
On an average a user spends around
15+ Minutes daily on our website



USER BEHAVIOR



Returning Visitors
87%



New Visitors
13%

30% Users visit our site more than **100+** times monthly



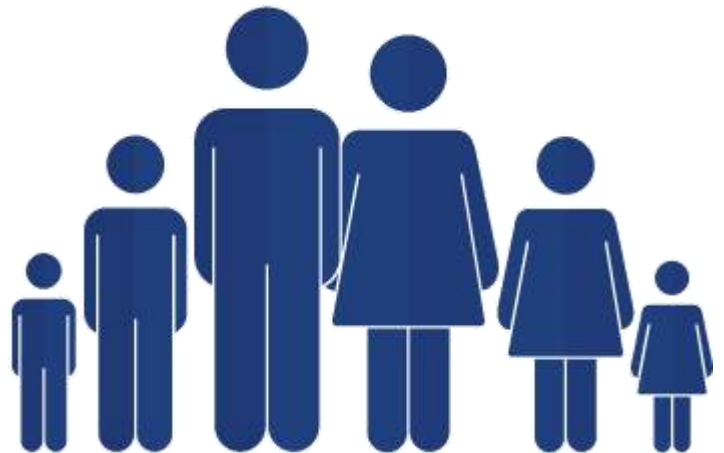
WEBSITE ENGAGEMENT

On an average **60%** of our users engage with our site for **15+ minutes**

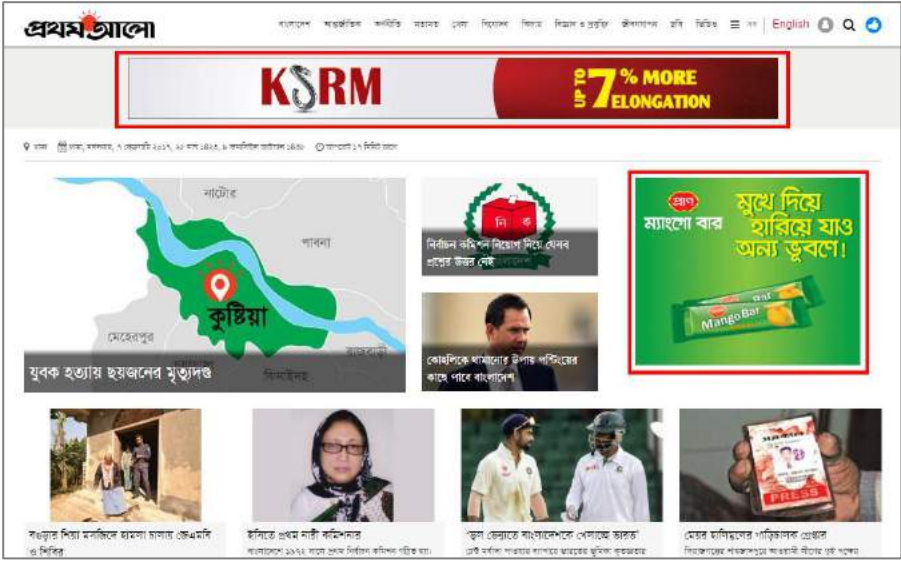


AGE GROUP

75% of our users are between ages of **18-34** years



AD FORMATS | PROTHOM-ALO.COM



DESKTOP BANNER ADS



MOBILE BANNER ADS



AD FORMATS | PROTHOM-ALO.COM



DESKTOP INTERSTITIAL



MOBILE INTERSTITIAL



WEBSITE HOME PAGE

Home - Desktop View	Home - Mobile View
Home_T1 970x90 / 728x90 / 468x60	Home_T1 320x100 / 320x50
Home_R1 336x280 / 300x250	Home_R1 300x250
Home_B1 970x90 / 728x90 / 468x60	Home_B1 300x250
Home_R2 336x280 / 300x250	Home_R2 300x250
Home_R3 336x280 / 300x250	Home_R3 300x250
Home_B2 970x90 / 728x90 / 468x60	Home_B2 300x250
	Anchor Ad 320x50

Super Premium



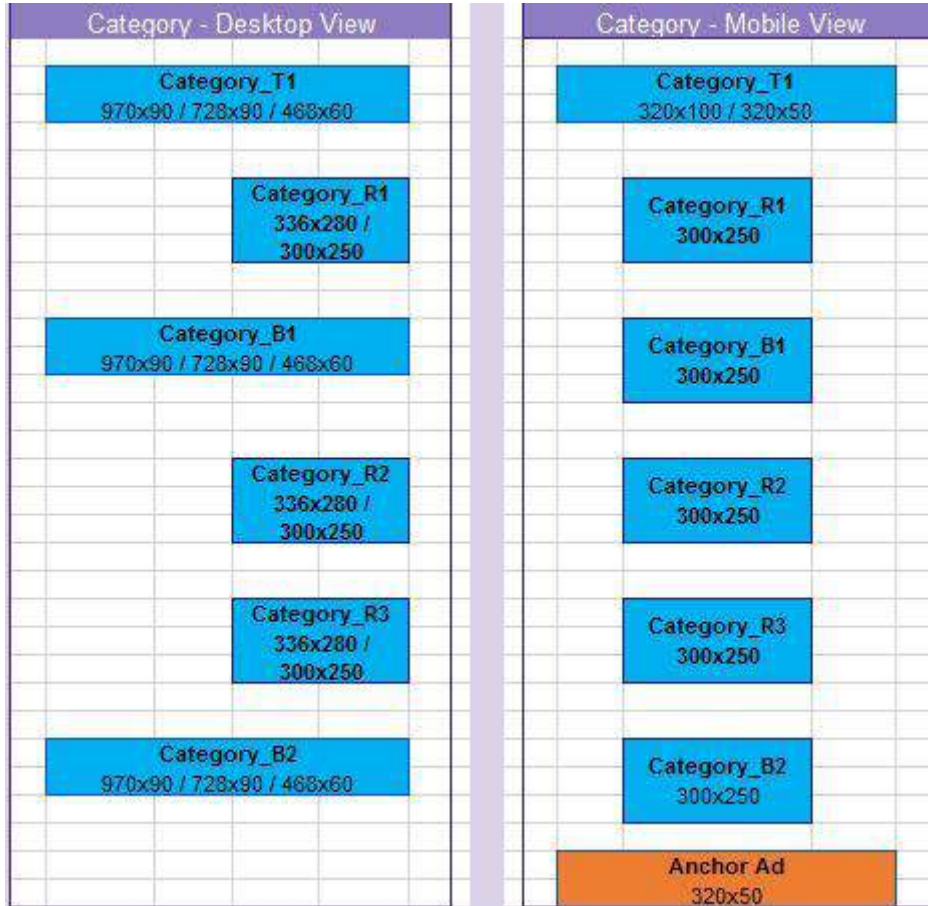
Premium



Super Premium / Custom Ad



WEBSITE CATEGORY SECTION



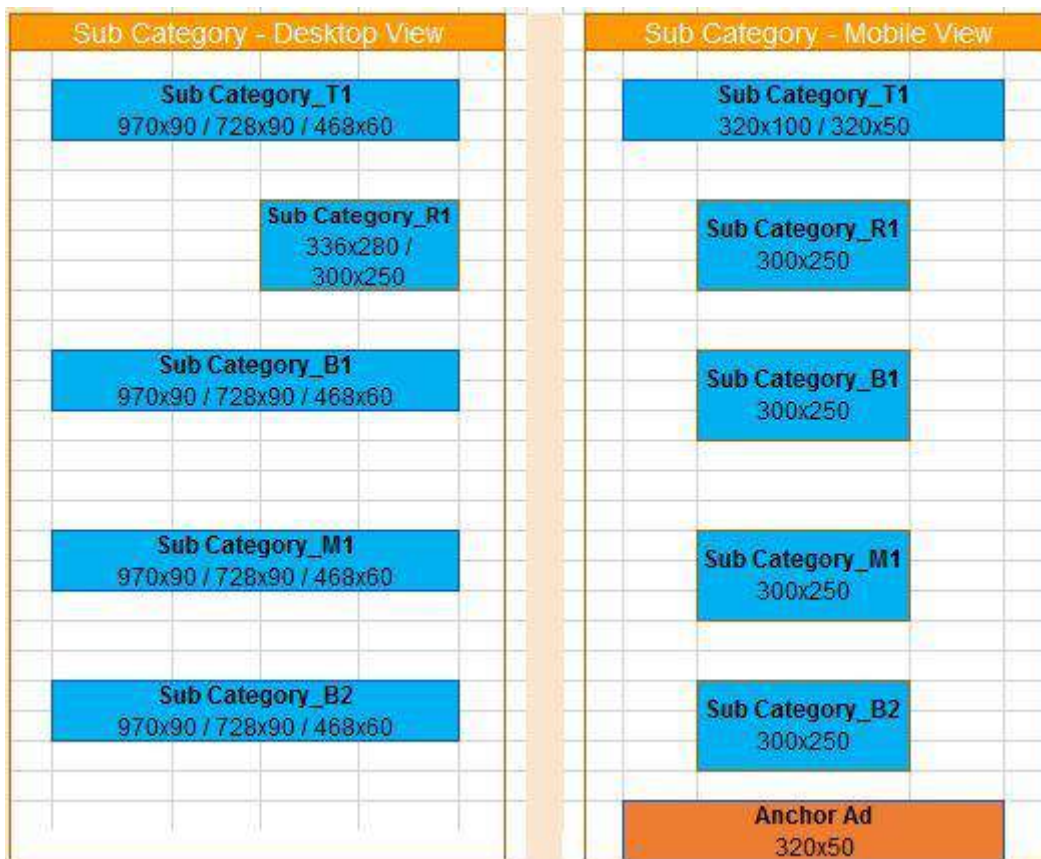
Premium



Super Premium / Custom Ad



WEBSITE SUB-CATEGORY SECTION



Premium





Super Premium / Custom Ad



AD PLACEMENTS | PROTHOM-ALO.COM

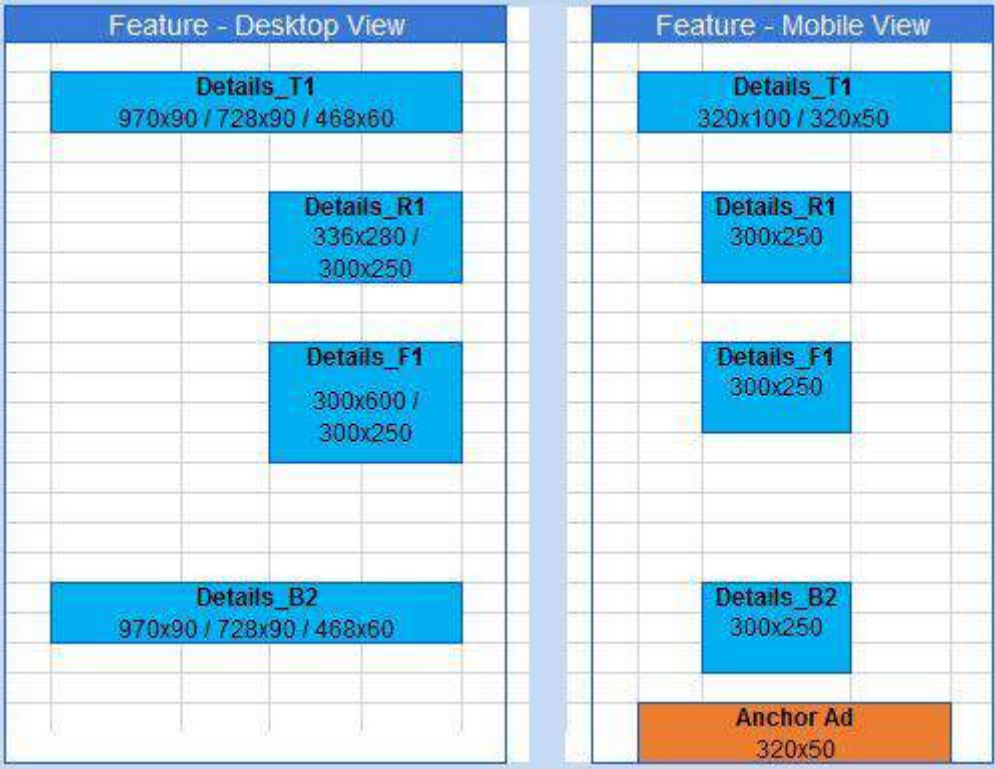
WEBSITE NEWS ARTICLE SECTION





Premium	
Super Premium / Custom Ad	



WEBSITE FEATURE SECTION

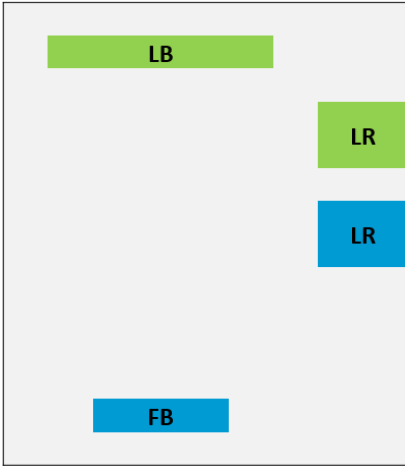


Premium	
Super Premium / Custom Ad	

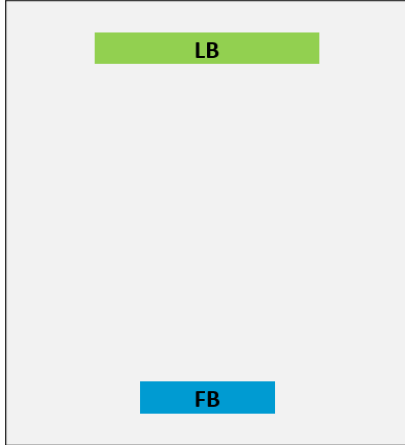


AD PLACEMENTS | EPAPER.PROTHOM-ALO.COM

Home Page



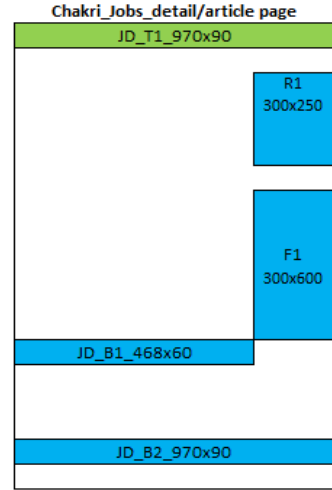
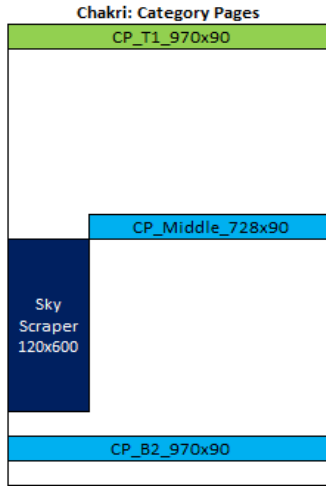
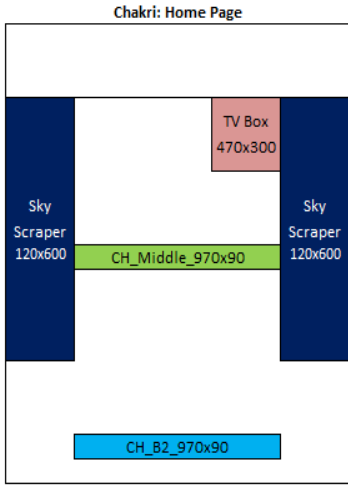
Article Pages



LB	Leader Board	970x90/728x90	Super Premium	3 Spots
LR	Large Rectangle	336x280	Premium	3 Spots
FB	Full Banner	468x60		



AD PLACEMENTS | CHAKRI.COM



Name	Details
CH	Chakri Home
CH_B2	Chakri Home_Bottom
CP	Category Pages
CP_T1	Top Ad
CP_Middle	Middle Ad
CP_B2	Bottom Ad
T1	Top Ad
R1	All Rectangle
F1	Floater
B1	Full Banner
B2	Bottom Ad

 Super Premium	3 Spots
 Premium	18 Spots



AD SPECIFICATION

Format Name	Dimensions	File size Limit	File Types	Rich Media Options
Leader board	970x90/728x90/ 468x60/320x100	40 KB	GIF/JPG/PNG	Yes
Large Rectangle	336x280/300x250	40 KB	GIF/JPG/PNG	Yes
Half-page Banner	300x600	40 KB	GIF/JPG/PNG	No
Interstitial	660x440/320x480	50 KB	GIF/JPG/PNG	No
Skyscraper	120x600	50 KB	GIF/JPG/PNG	Yes
Video	336x280	4 MB	YouTube Video Link	Yes
Expandable banner	320x100 /300x250	40 KB	GIF/JPG/PNG	Yes

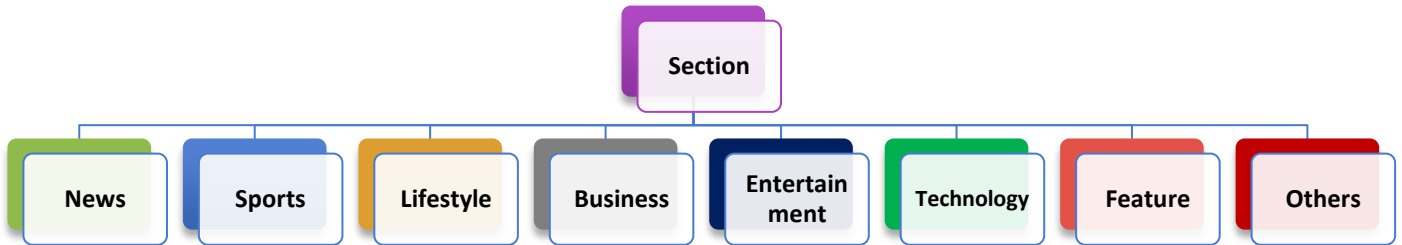


CONTENT BUCKETS



TARGETING & REPORTING

WEBSITE SECTION WISE TARGETING



GEO WISE TARGETING



TIME / FREQUENCY CAPPING



Various reports will be available to advertisers

- Inventory Report
 - Network level
 - Ad units' level
 - Placement level
 - Geo level



ADVERTISEMENT RATE

Ad Types	Inventory Types	CPM (BDT)
Super Premium	Local	75
	International	100
Premium	Local	60
	International	80

ADVERTISEMENT RATE FOR RICH MEDIA

Ad Types	Inventory Types	CPM (BDT)
Rich Media	Desktop/Mobile	300
Video Ad	Desktop/Mobile	150
Expandable Banner	Mobile	200
Interstitial/Welcome Ad	Desktop/Mobile	15,000/Hr

**** For International ad rates please contact our sales team**



AD GUIDELINE

Prothom-alo.com does not allow any ads with the following content:

- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity in creative)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text
- Anything prohibited by respective country law
- Advertisements promoting racism



MAILING ADDRESS

Prothom Alo Digital

Gulshan Tower,

7th Floor,

Gulshan North C.A. Gulshan – 2,

Dhaka – 1212,

Bangladesh.

Tel: +88-02-9883550, 9883552, 9883547, 9883549

EMAIL

Email : adsales@prothom-alo.info

Steve Anthony Jacob : steve@prothom-alo.info

K. M. Aminur Rahman: aminur@prothom-alo.info



END

