



# DIGITAL MEDIA KIT

# Introduction



**Prothomalo.com** started its journey back in 2006 and today is the largest and most widely read Bangla language website in the world across all segments and categories. **Users spends around 10 Minutes daily on Prothom alo website.**

# #1

## Bangladeshi & Bangla Language Website In The World.

### 12.5+ Million

Monthly Unique Users

### 260+ Million

Monthly Page View

### 800+ Million

AD Impression



**Prothom Alo Facebook Page** is the largest Facebook in Bangladesh. Prothom Alo Facebook page has already reached **20+ Million** followers. **Prothom Alo has the highest engagement for any page in Bangladesh.**

### 01+ Million

Avg. Daily Post Engagement

### 1.5+ Million

Avg. Daily Post Reach

## Others Overview

### Prothomalo.com Scenario

- Average returning visitors 70% & new visitors 30%.
- 40% users visit our site more than 100 times monthly.

### Mobile Apps Scenario

- Download 1+Million
- Active monthly user 0.4+Million
- Monthly page view 30+Million

### Other Social Channels

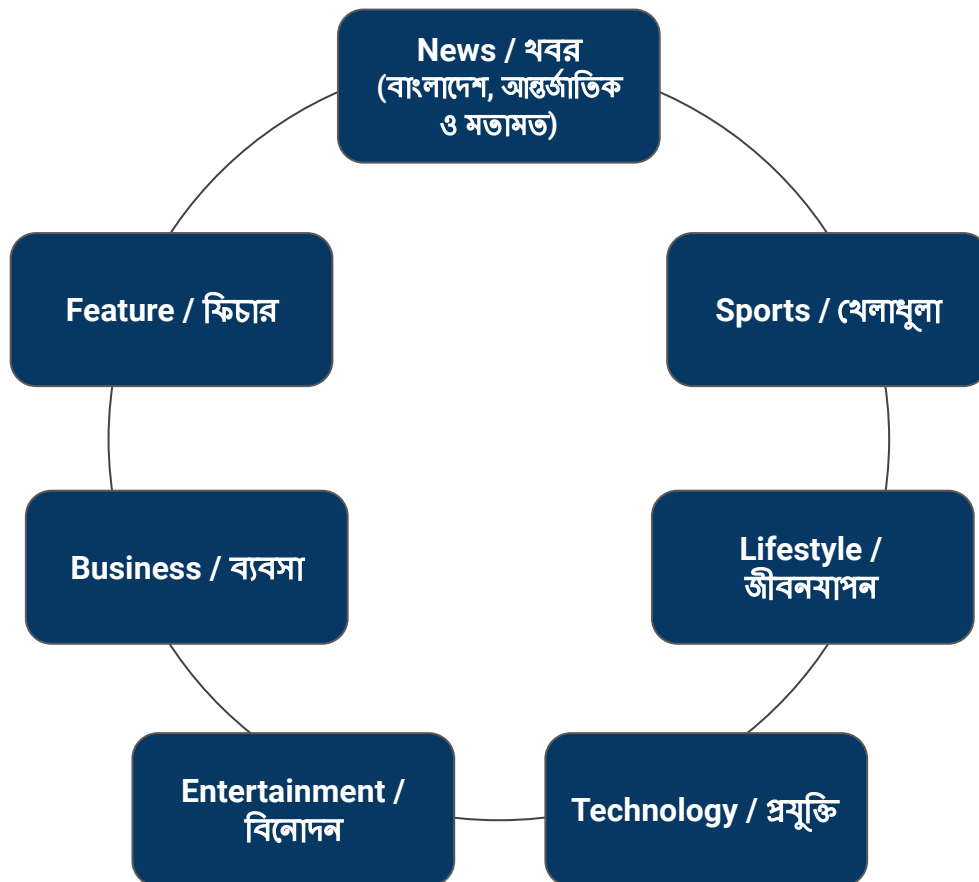
- Active YouTube subscriber 2+Million
- Also, we have large number of followers on Twitter & Viber.

## Working Method

### CPM Method

**Cost per thousand**, where **CPM** term used to denote the price of **1,000** impressions or views. If as a publisher Prothom Alo Charges BDT 75 **CPM**, which means an advertiser will pay BDT 75 for 1,000 impressions or views.

## Content Bucket & Targeting Option



GEO Wise Targeting Opportunity

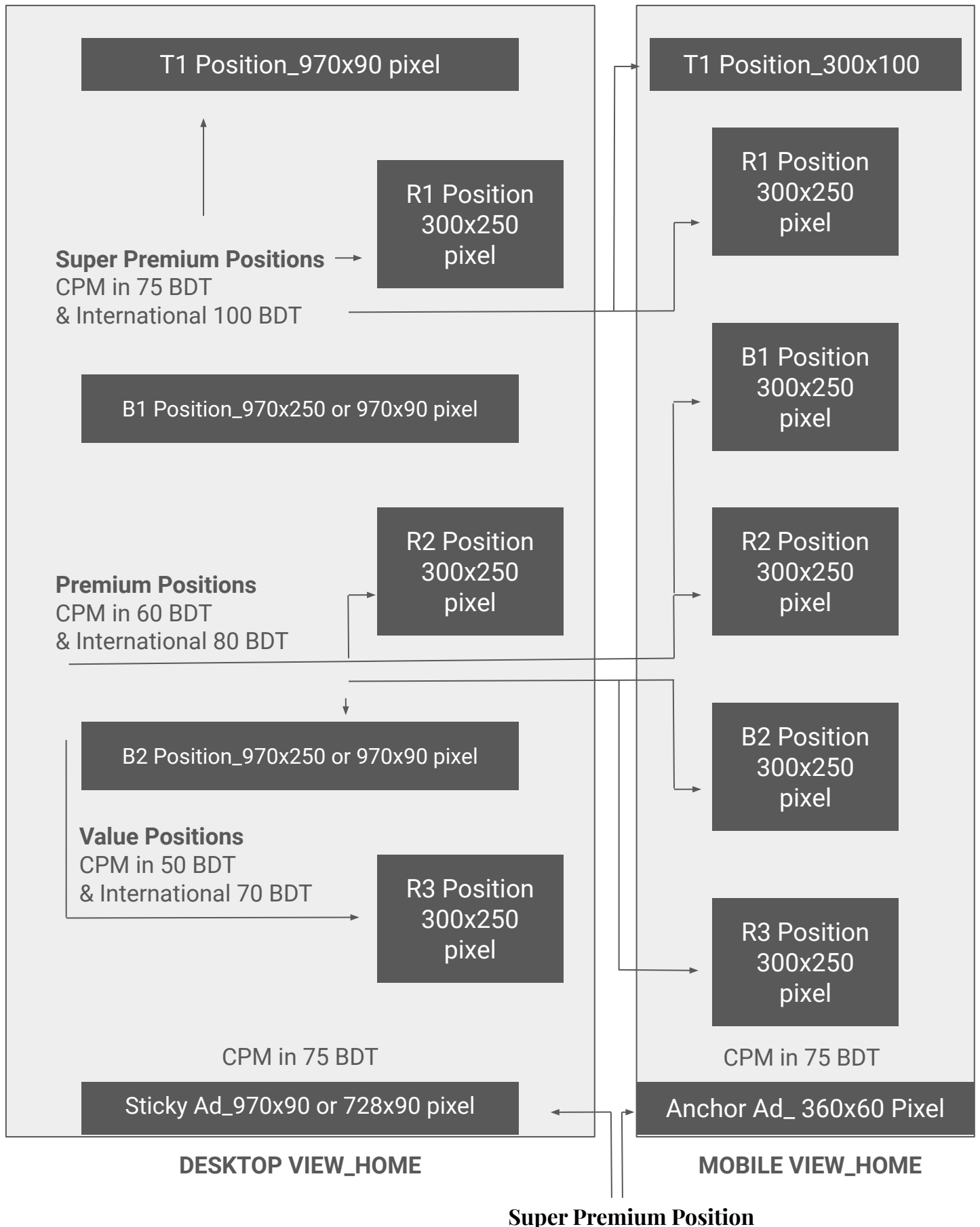
Demographic Targeting



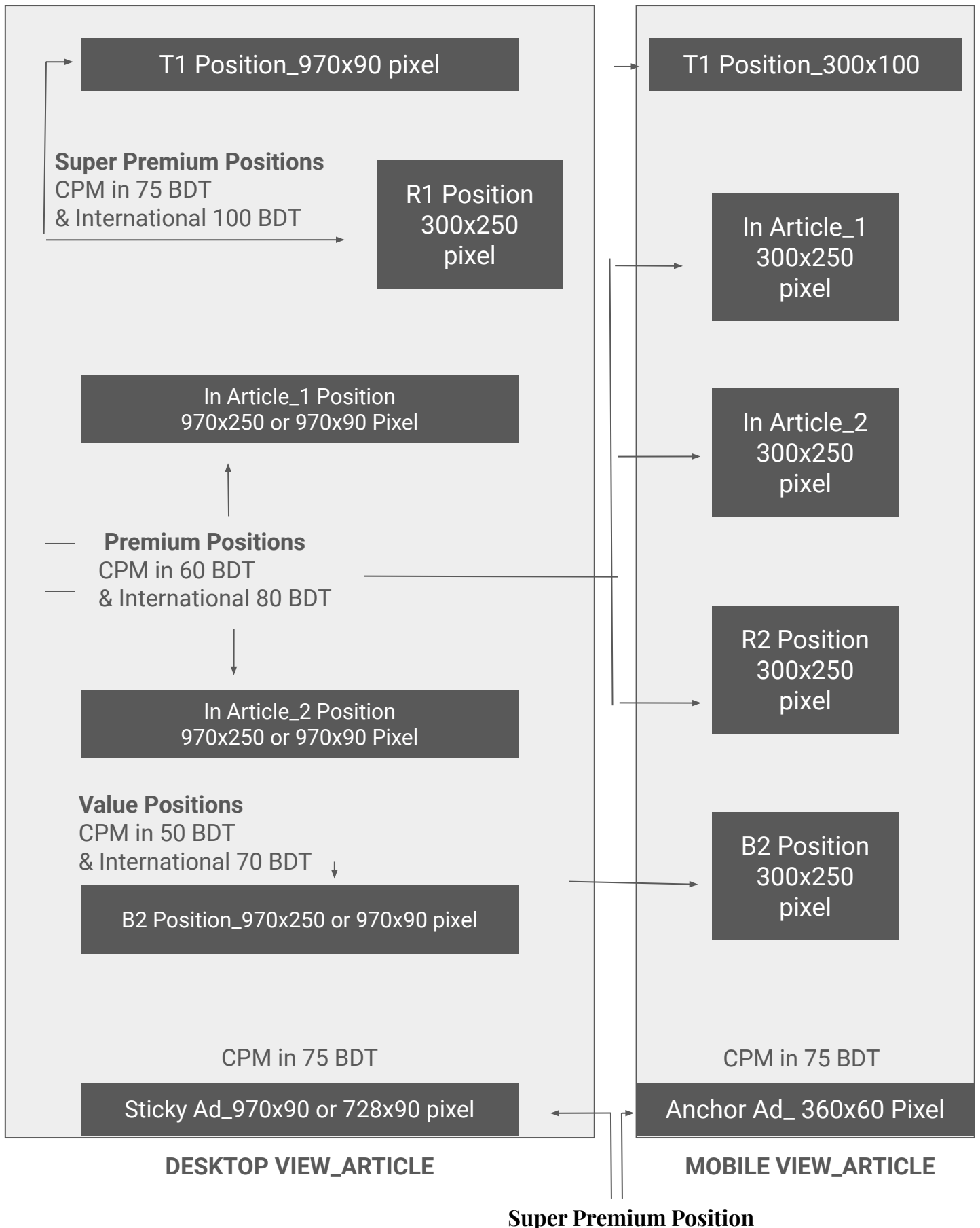
User Frequency Capping

Device Targeting

## Regular Ad Placement (Home)



## Regular Ad Placement (Article)



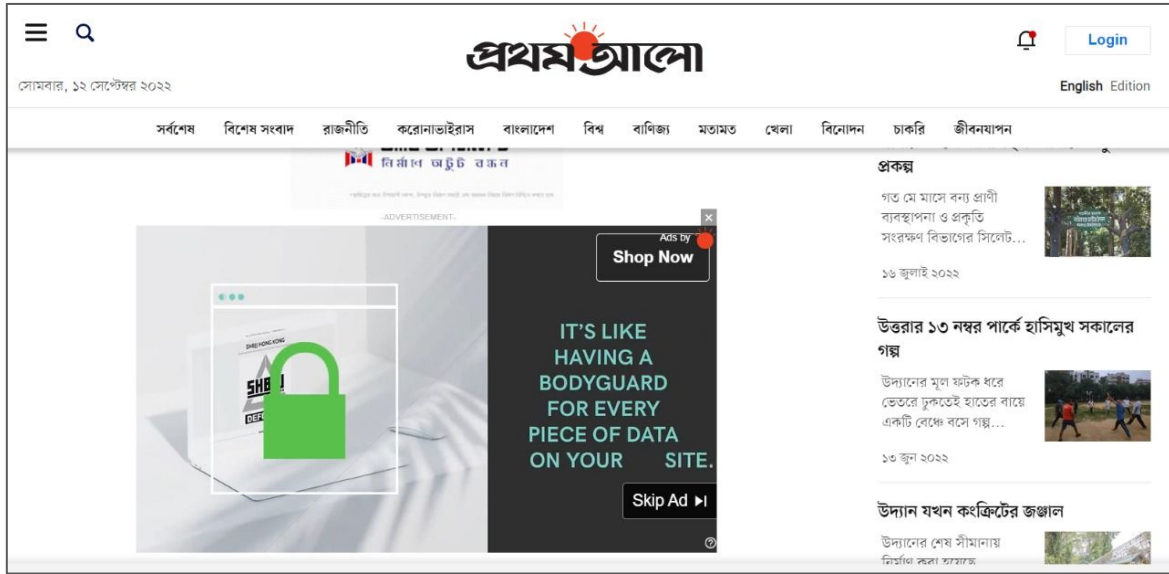
# Interstitial Advertisement



## Interstitial Ad/Pop Up

- Hourly basis with frequency capping/ per user from all devices.
- Hourly page TK 15,000/ Hour. (2 frequency capping)
- Article page TK 15,000/Hour. (2 frequency capping)
- Minimum requirement 04 hours
- Creative's dimensions: 660x440 & 320x480 pixel

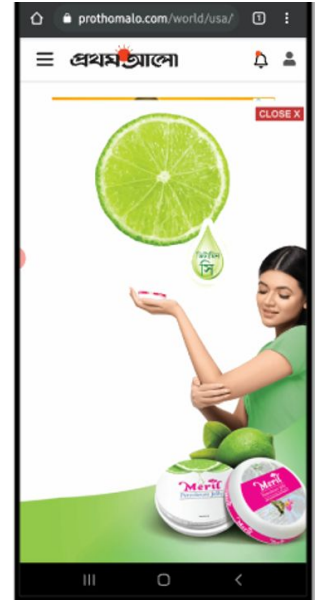
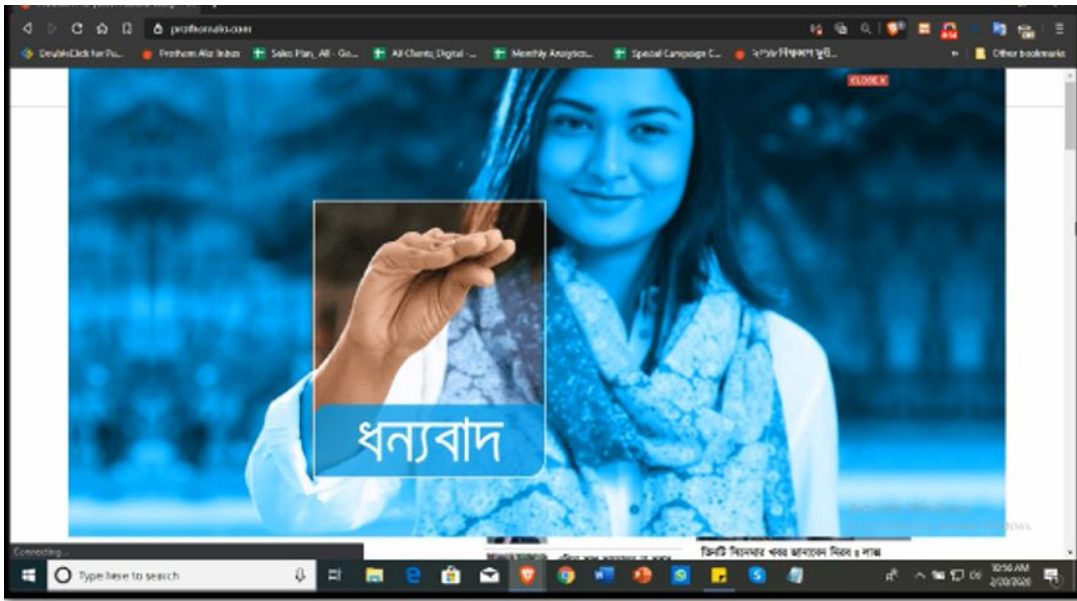
# Rich Media Advertisement



## Outstream Video Ad

- Campaign run with CPM basis on article pages from both devices.
- CPM cost TK 200
- Creative's format: MP4
- File size: Below 1MB

# Rich Media Advertisement



## Page Take Over

- Hourly basis with frequency capping/ per user from all devices.
- Hourly page TK 15,000/ Hour. (2 frequency capping)
- Article page TK 15,000/Hour. (2 frequency capping)
- Minimum requirement 04 hours
- Creative's: HTML5 format
- Creative making cost: 50,000 BDT

# Rich Media Advertisement



## Parallax Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost TK 150.
- Creative's format: JPEG/PNG
- Creative's dimensions: 300x600 pixel.

## Stream Box Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost TK 150.
- Creative's format: HTML5
- Creative making cost: 50,000 BDT



# Rich Media Advertisement



## Scroll Down Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost TK 200.
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel & video
- Creative making cost: 50,000 BDT

## Flip Card Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost TK 150
- Creative's format: HTML5
- Creative making cost: 50,000 BDT



# Rich Media Advertisement



## Round Ad

- Campaign run with CPM basis home page & article pages from both devices.
- CPM cost TK 150.
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel
- Creative making cost: 50,000 BDT

## 3D Cube Ad

- Campaign run with CPM basis home page & article pages from both devices.
- CPM cost TK 150
- Creative's format: HTML5
- Creative making cost: 50,000 BDT



# Rich Media Advertisement



## Cube Ad

- Campaign run with CPM basis home page & article pages from both devices.
- CPM cost TK 150
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel
- Creative making cost: 50,000 BDT

## Expandable Banner Ad

- Campaign run with CPM basis article pages from mobile devices.
- CPM cost TK 150
- Creative's format: HTML5
- Creative's dimensions: 320x100 & 320x165 pixels
- Creative making cost: 50,000 BDT



# Facebook Platform



## Facebook Live Show

- FB Live on selected topic & placement on Palo website, YouTube channel.
- Sponsored with mnemonic, logo, sting & backdrop.
- Pre-post & other possible branding scopes.

# Facebook Platform



## Facebook GPI

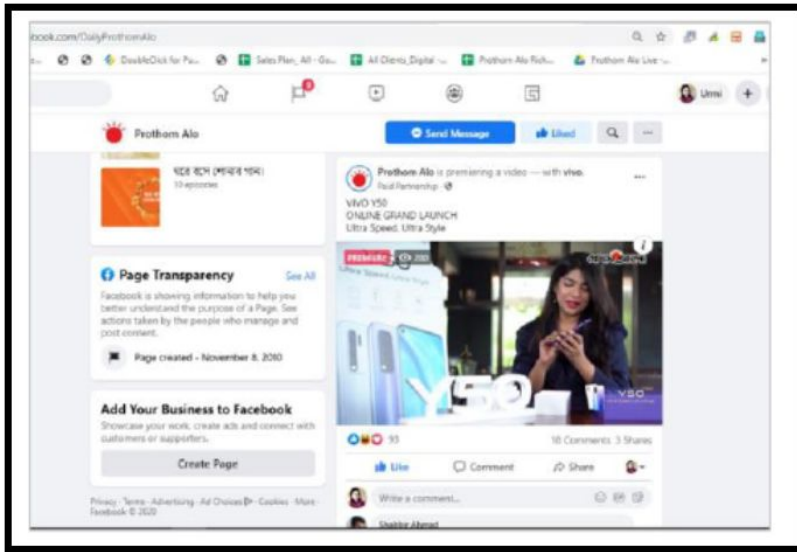
- Facebook GPI branding with brand logo & slogan with Prothom Alo Facebook post image.
- It can be category-based news post for targeting.
- Minimum sponsorship 20 GPI post.

## Facebook Story

- Palo FB stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach 100K.
- Minimum sponsorship 20 stories.



# Online Product Launching



## Product Launching

- Product launching from Prothom Alo Facebook Page & making review on the product.
- A feature article on prothomalo.com & the review video is embedded there.

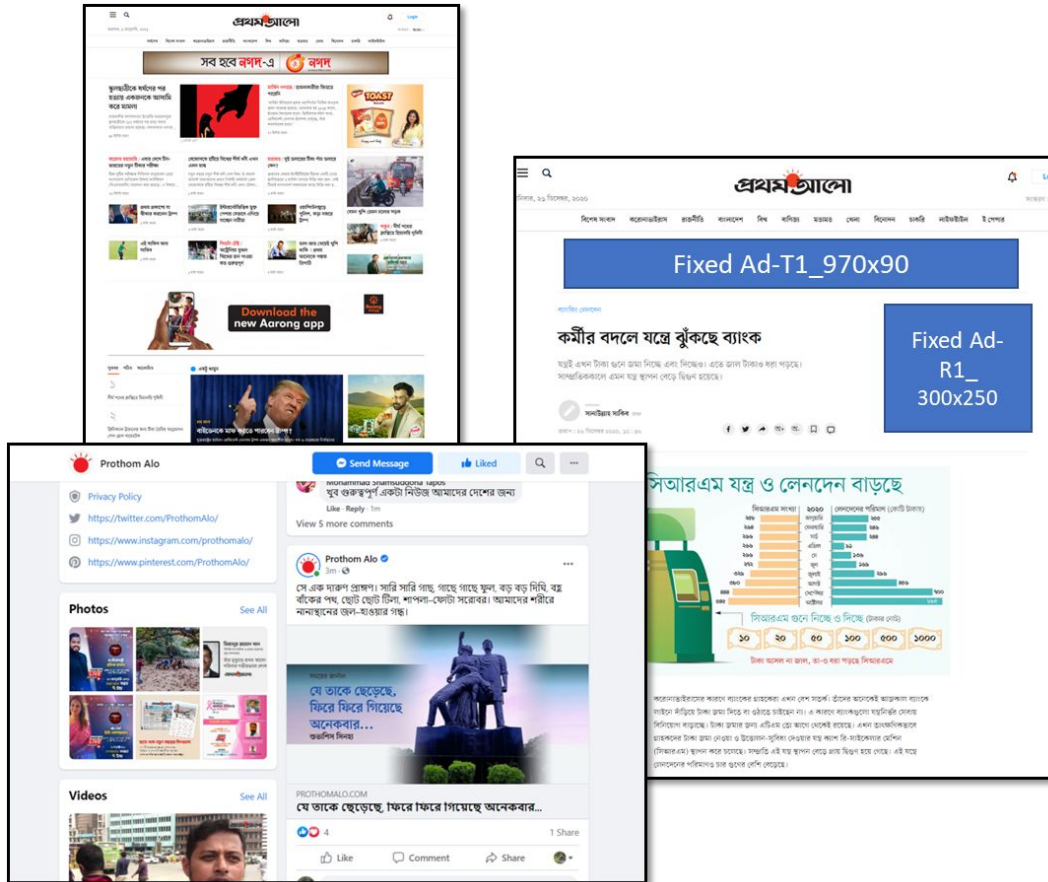
# Live Event & Program Coverage



## Live Event & Program Coverage

- Prothom Alo will coverage any event or program like, University orientation program or Round table as live from our Facebook Page.
- Pre-announcement will be placed on Prothom Alo print along with online presence of brand visibility.
- Content will be shared on Prothom Alo web & YouTube also.

# Advertorial Campaign



## Advertorial Campaign

- Pre article looks like editorial content.
- Publish on Prothomalo.com
- Two banner position sponsorship of the article.
- Palo social share & optimum reach 1+ million/ advertorial.

# AD Guideline

**Prothomalo.com does not allow any ads with the following content:**



- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity creative)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text

## Reach Us

**Prothom Alo Digital**  
**Pragati Insurance Bhaban (1st floor),**  
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**Dhaka-1215, Bangladesh**

## Email

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