



# 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 **17+ 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

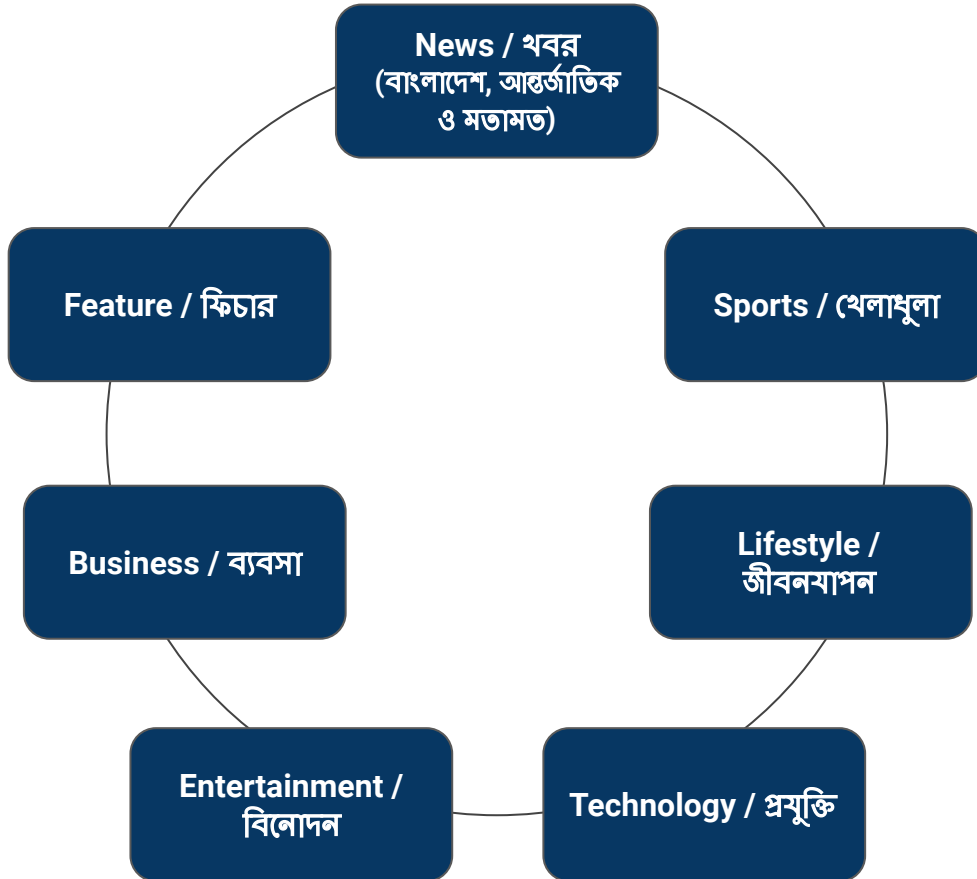
- Active YouTube subscriber 2+Million
- Also, we have large number of followers on Twitter & Viber.

## 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

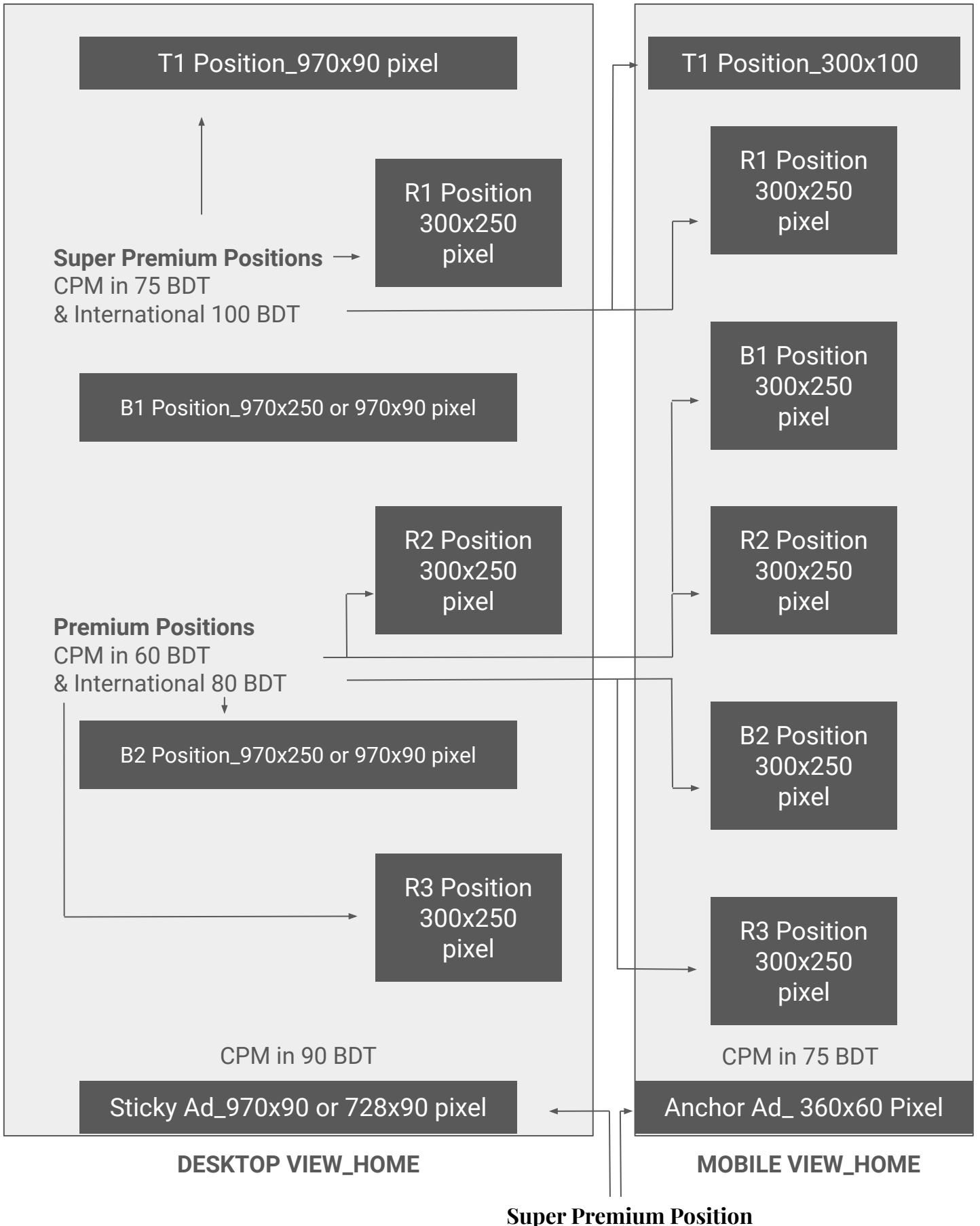
Demographic Targeting



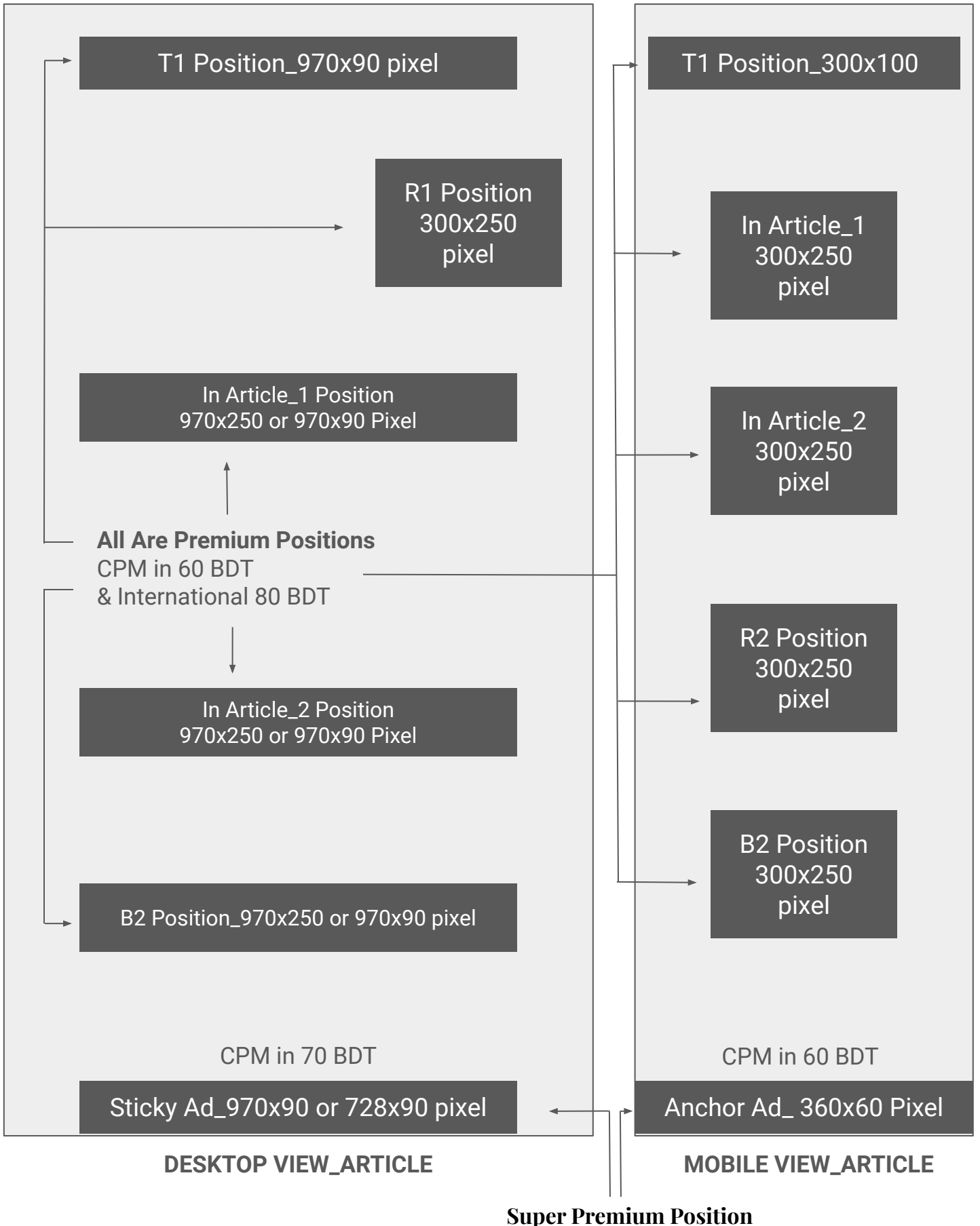
User Frequency Capping

Device Targeting

# Regular Ad Placement (Home)



# Regular Ad Placement (Article)



# Banner Advertisement

**Super Premium-T1\_970x90**

**Premium\_B1\_970x250**

**Desktop Anchor\_970x90**

**Premium\_R1\_300x250**

**Premium\_R3\_300x250**

**Premium-B2\_970x90**

**Premium\_R2\_300x250**

## Home Page

### Super Premium Position

**CPM Rate 75 BDT (For BD)**  
**CPM Rate 100 BDT (For International)**

### Premium Position

**CPM Rate 60 BDT (For BD)**  
**CPM Rate 80 BDT (For International)**

### Desktop Anchor

**CPM Rate 90 BDT (For BD)**  
**CPM Rate 110 BDT (For International)**

# Banner Advertisement

**Premium-T1\_970x90**

কর্মীর বদলে যন্ত্রে বুঁকছে ব্যাংক

যদিই এখন টাকা গুনে ত্রুটি আছে এবং দিচ্ছেও। এতে ভাল টাকাও বরা পড়বে। সাংগঠনিকভাবে এমন যন্ত্র স্থাপন বেড়ে যিওগ হয়েছে।

সিআরএম যন্ত্র ও লেনদেন বাড়ছে

সিআরএম সমষ্টি	সেবাশেখর পরিমাণ (কোটি টাকায়)
১০২০	১০০
৯০৭	৯০
৯০৬	৮০
৯০৬	৭০
৯০৬	৬০
৯০৬	৫০
৯০৬	৪০
৯০৬	৩০
৯০৬	২০
৯০৬	১০
৯০৬	০৫
৯০৬	০২

সিআরএম গুনে নিচ্ছে ও দিচ্ছে (টাকার মোট)

১০ ২০ ৫০ ১০০ ৫০০ ১০০০

টাকা আসল না জাল, তা-ও বরা পড়ছে সিআরএমে

Desktop Anchor\_970x90

**Premium- In Article-1\_970x250**

**Premium- In Article-2\_970x250**

## Article Page

### Premium Position

CPM Rate 60 BDT (For BD)  
CPM Rate 80 BDT (For International)

### Desktop Anchor

CPM Rate 70 BDT (For BD)  
CPM Rate 90 BDT (For International)

# Banner Advertisement (Mobile)



Home Page

Mobile Anchor Position

CPM Rate 75 BDT (For BD)  
CPM Rate 100 BDT (For International)



Article Page

Mobile Anchor Position

CPM Rate 60 BDT (For BD)  
CPM Rate 80 BDT (For International)



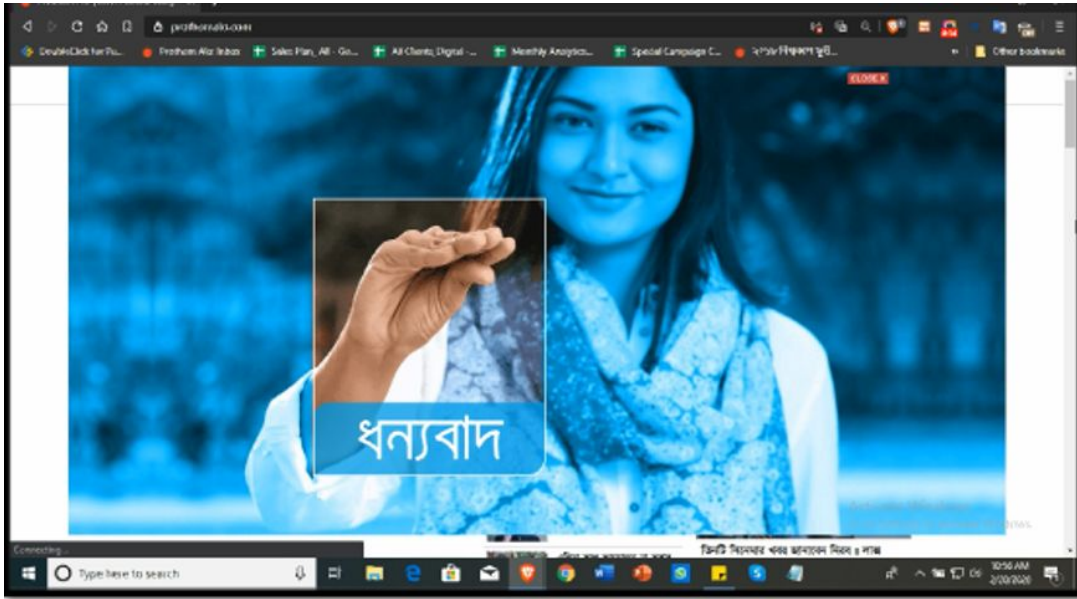
# Interstitial Advertisement



## 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



## 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

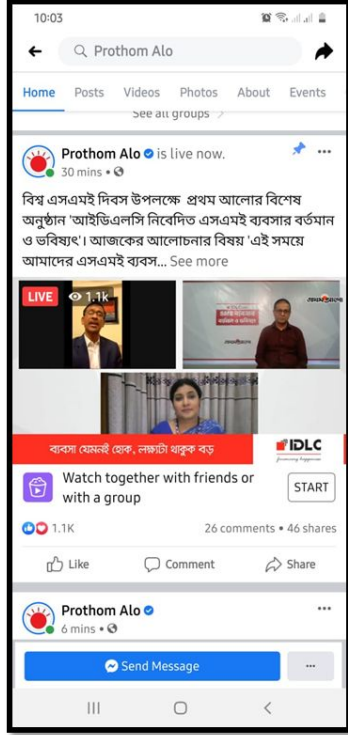
- Campaign run with CPM basis home page & article pages from both devices.
- CPM cost TK 150
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel
- Creative making cost: 50,000 BDT

## 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.

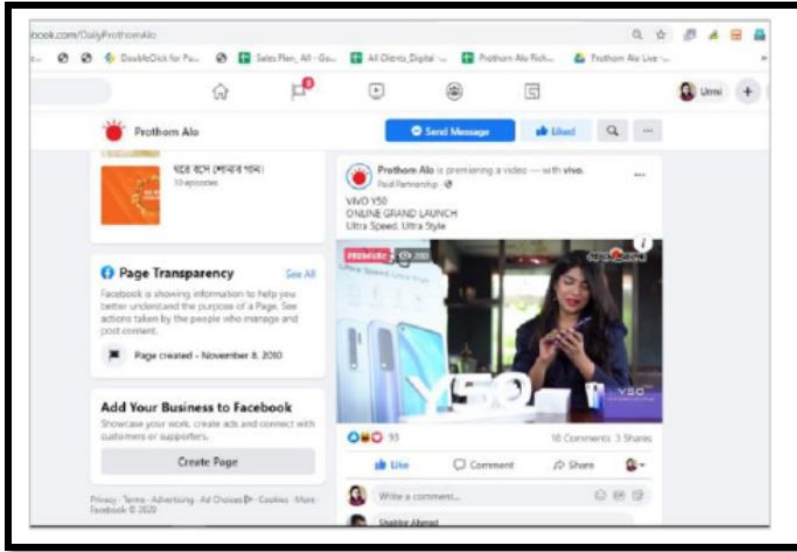
## Facebook Story

- 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.

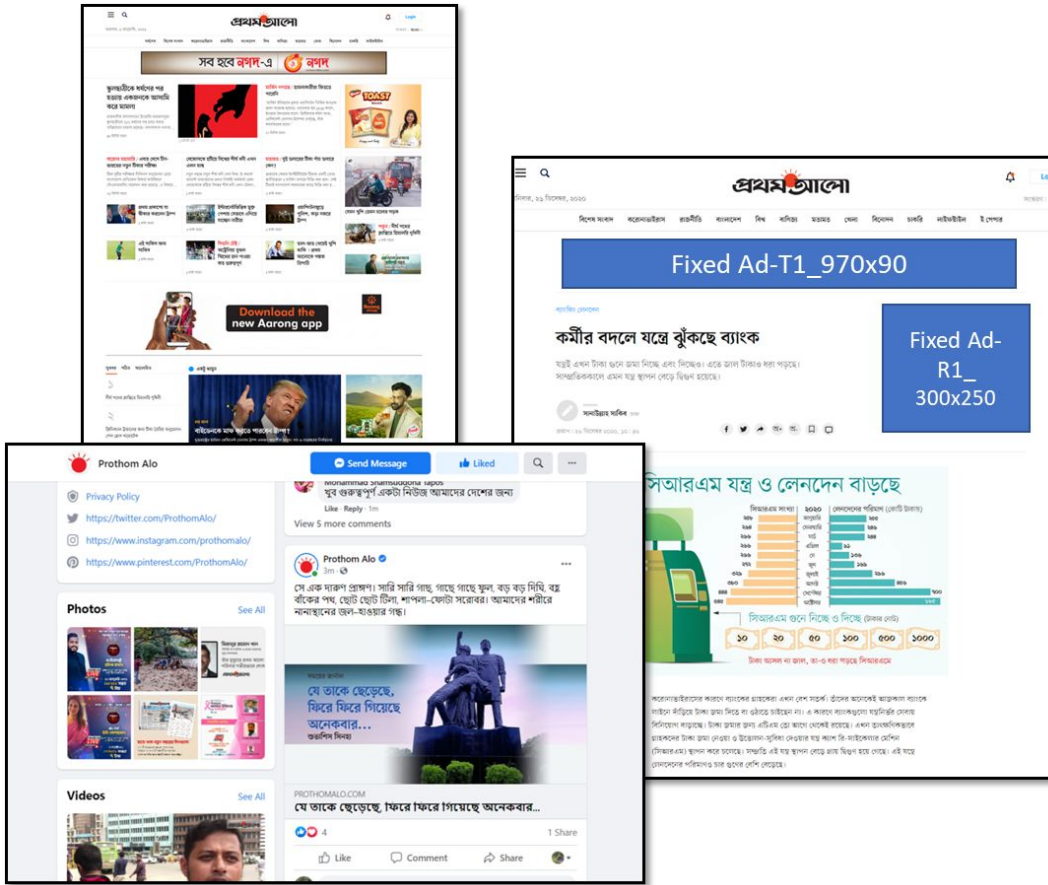
# Live Event & Program Coverage



## 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

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## Email

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