

DIGITAL MEDIA KIT

Introduction



The **Daily Ittefaq** known as one of the historic & eminent newspapers of all time! Ittefaq Digital (ittefaq.com.bd) started its journey back in 2012. The online platform of the Daily Ittefaq has made its place as one of the most admired and most visited websites worldwide. Users spend around 4 Minutes daily on ittefaq website.

#12

Bangladeshi News

Publisher website in the world

4.5+ Million

Monthly Unique Users

26+ Million

Monthly Page View

82+ Million

Monthly AD Impression

Daily Ittefaq Facebook Page is one of the popular Facebook pages in Bangladesh. It has reached 2.9+ Million followers.

Click Ittefaq is the english version of Daily Ittefaq. It has also 3.2 Million facebook followers.

2.1+ Million

Avg. Post Engagement

*Monthly

10+ Million

Avg. Post Reach

*Monthly



Others Overview



Instagram
@dailyittefaq

74 K+
Followers

4650+
Posts

ittefaq.com.bd Scenario

- Average returning visitors 44% & new visitors 56%.
- around 20% users visit our site more than 100 times monthly.

we have large number of followers on Twitter

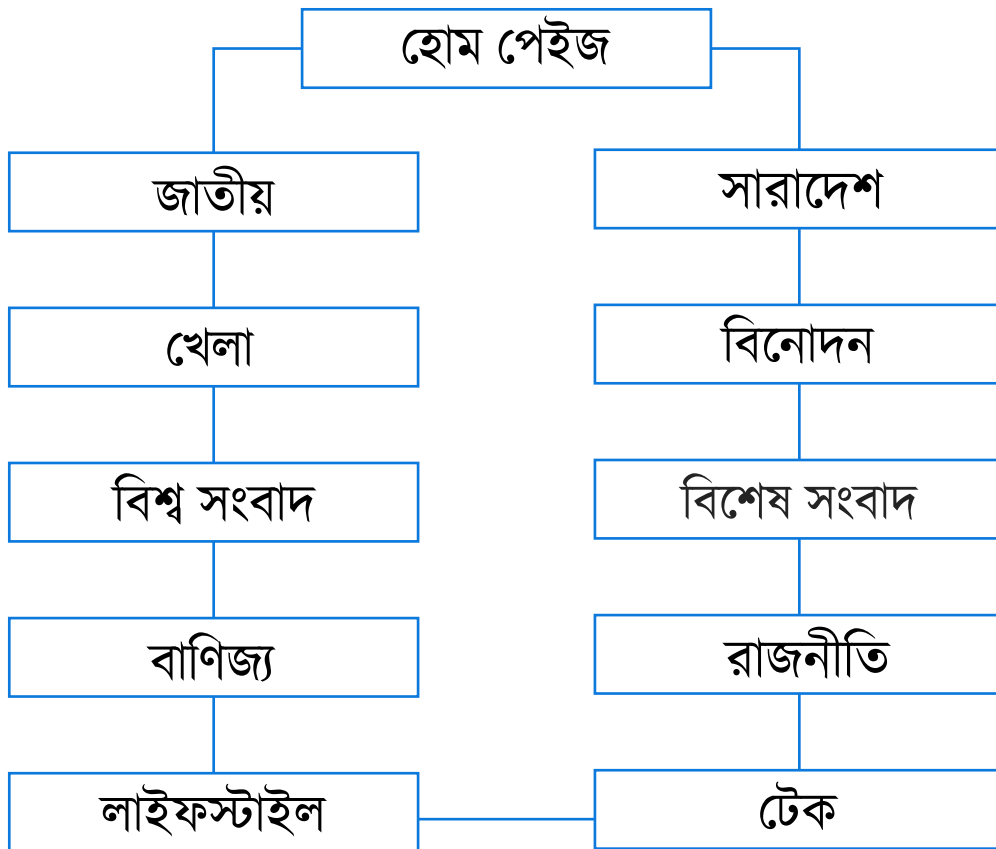
We have also launched our youtube channel recently.

Working Method



Cost per thousand, where **CPM** term used to denote the price of **1,000** impressions or views. For example if a publisher Ittefaq Charges BDT 60 CPM, which means an advertiser will pay BDT 60 for 1,000 impressions or views.

Content Bucket & Targeting Option



GEO Wise
Targeting Opportunity



Demographic
Targeting

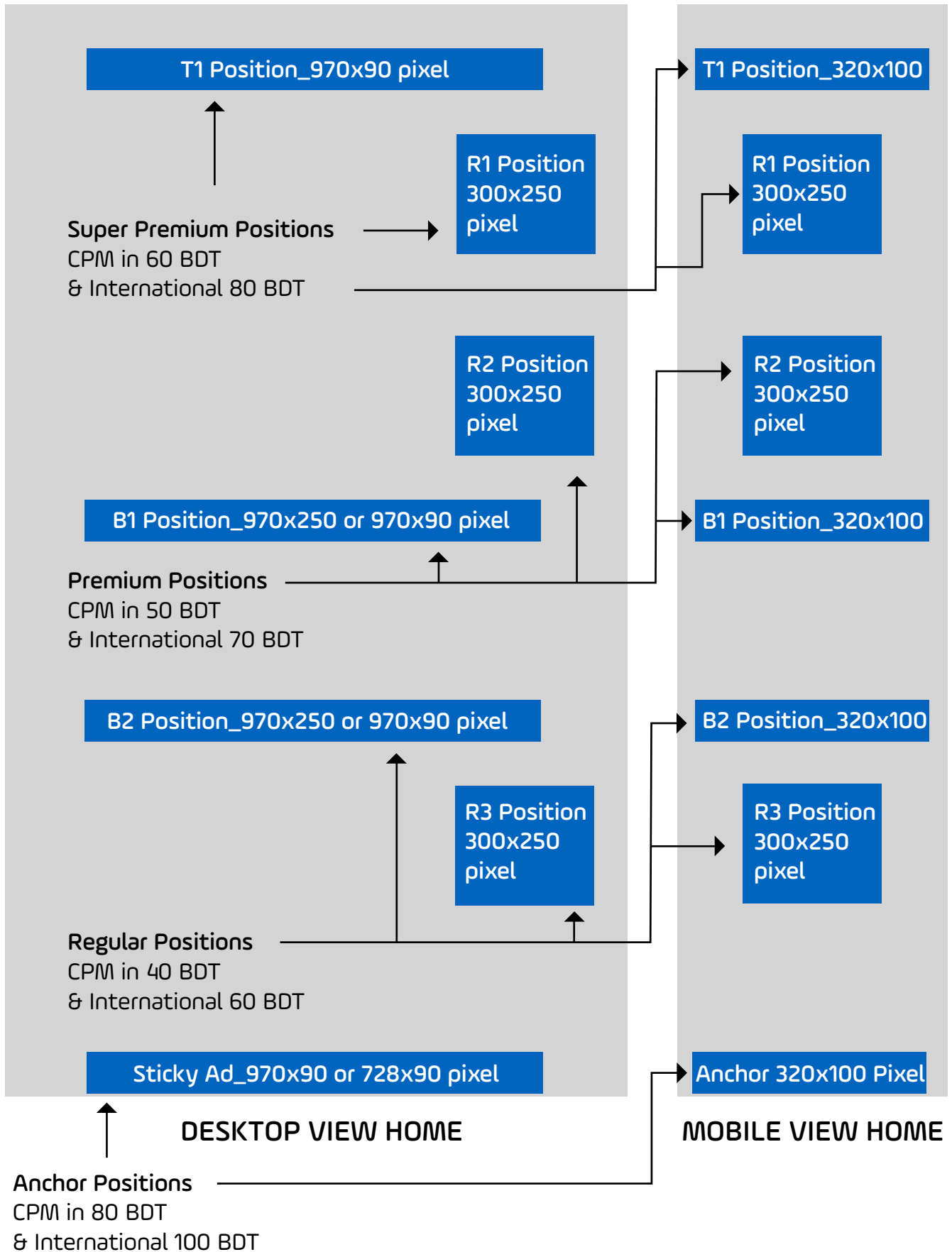


User
Frequency Capping

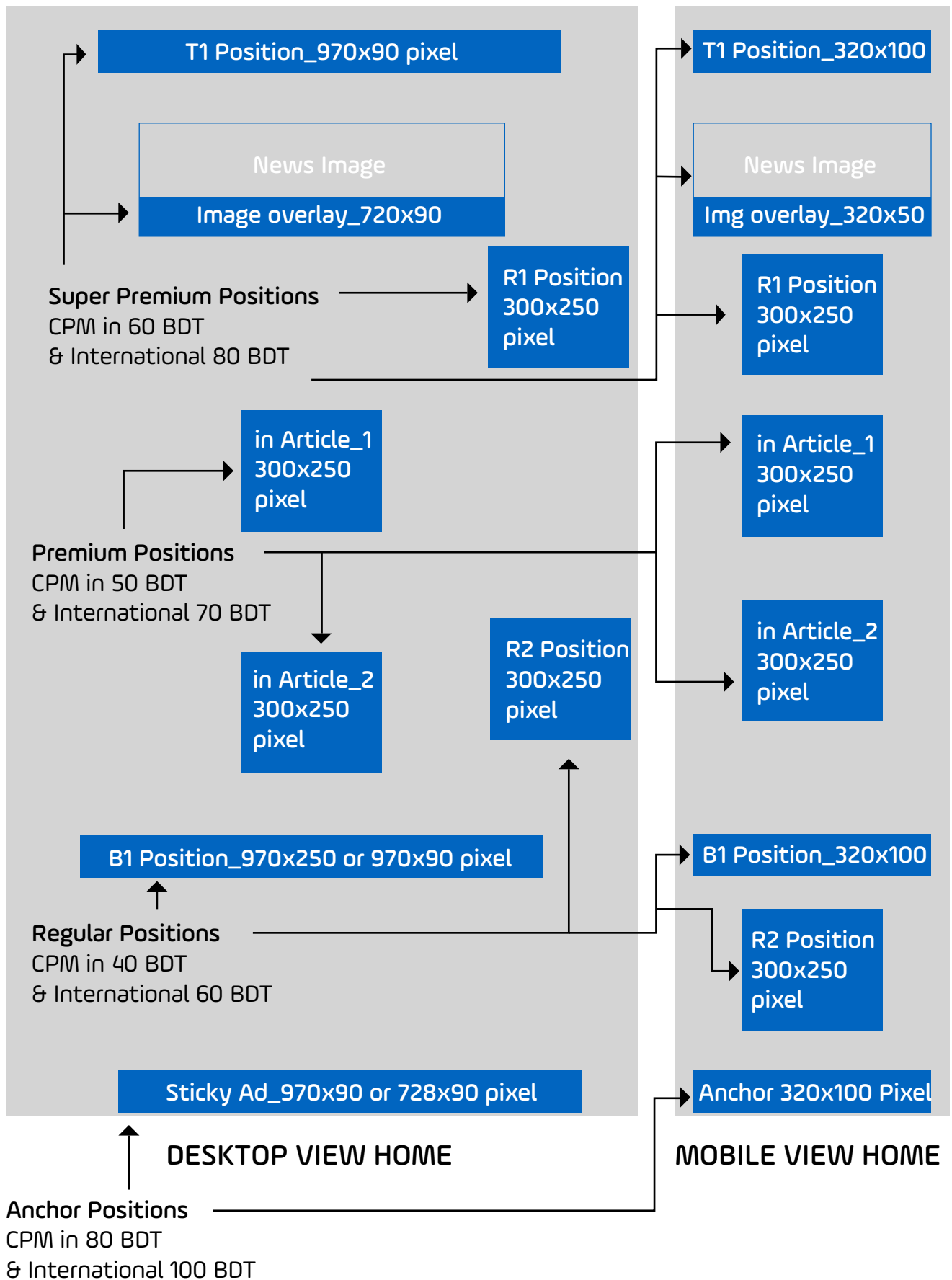


Device
Targeting

Regular Ad Placement (Home)



Regular Ad Placement (Article)





Banner Advertisement

Super Premium_970x90 pixel

Super Premium 300x250 pixel

Premium 300x250 pixel

Premium_970x90 pixel

Desktop Anchor_970x90 pixel

Regular Position_970x90 pixel

Regular Position 300x250 pixel

Desktop Anchor_970x90 pixel

HOME PAGE

Super Premium Position

CPM Rate 60 BDT
(For Bangladesh)

CPM Rate 80 BDT
(For International)

Premium Position

CPM Rate 50 BDT
(For Bangladesh)

CPM Rate 70 BDT
(For International)

Regular Position

CPM Rate 40 BDT
(For Bangladesh)

CPM Rate 60 BDT
(For International)

Anchor

CPM Rate 80 BDT
(For Bangladesh)

CPM Rate 100 BDT
(For International)



Banner Advertisement

Super Premium_970x90 pixel

Super Premium 300x250 pixel

Super Premium_Image overlay_720x90

Desktop Anchor_970x90 pixel

Premium 300x250 pixel

Premium 300x250 pixel

Regular Position_970x90 pixel

ARTICLE PAGE

Super Premium Position

CPM Rate 60 BDT
(For Bangladesh)

CPM Rate 80 BDT
(For International)

Premium Position

CPM Rate 50 BDT
(For Bangladesh)

CPM Rate 70 BDT
(For International)

Regular Position

CPM Rate 40 BDT
(For Bangladesh)

CPM Rate 60 BDT
(For International)

Anchor

CPM Rate 80 BDT
(For Bangladesh)

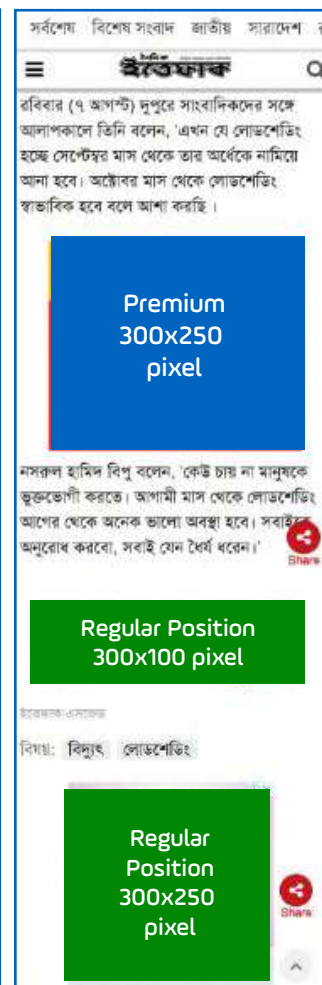
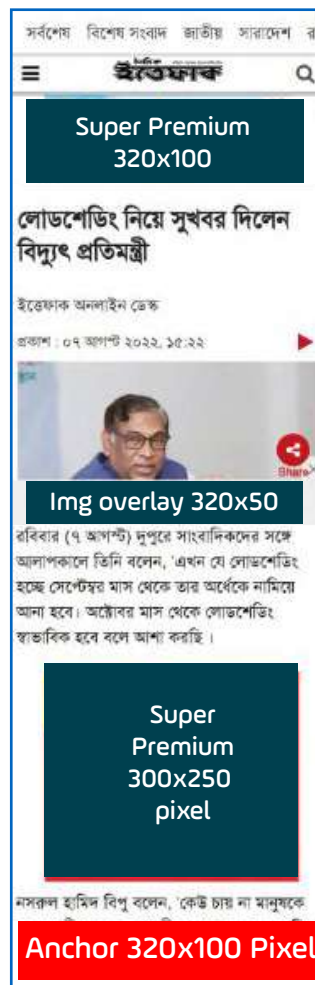
CPM Rate 100 BDT
(For International)

Banner Advertisement

HOME PAGE (MOBILE)



ARTICLE PAGE (MOBILE)



Interstitial Advertisement



Interstitial Ad/Pop Up

- Hourly basis with frequency capping/ per user from all devices.
- Hourly page 8,000 BDT/ Hour. (2 frequency capping)
- Article page 8,000 BDT/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 12,000 BDT/Hour. (2 frequency capping)
- Article page 12,000 BDT/Hour. (2 frequency capping)
- Minimum requirement 04 hours
- Creative's: HTML5 format
- Creative making cost: 40,000 BDT



Rich Media Advertisement

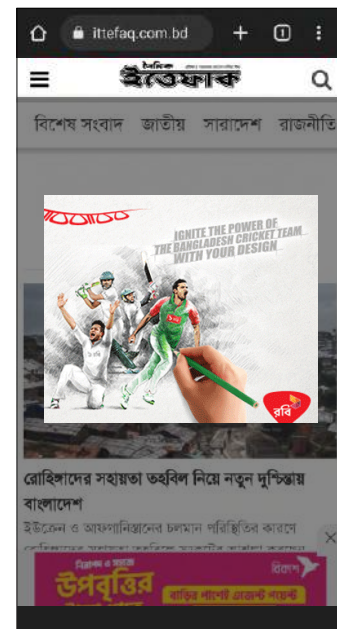


Parallax AD

- Campaign run with CPM basis article pages from mobile device.
- CPM cost **120 BDT**.
- 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 **120 BDT**
- Creative's format: HTML5
- Creative making cost: 40,000 BDT



Rich Media Advertisement

Scroll Down Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost **150 BDT**
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel & video
- Creative making cost: 40,000 BDT



Live Event & Program Coverage



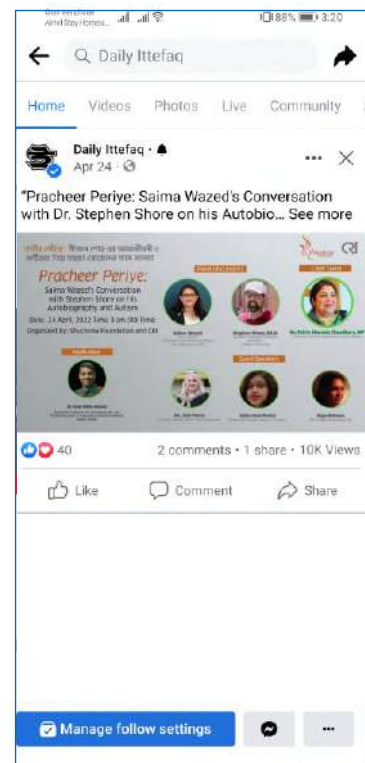
Live Event & Program Coverage

- Ittefaq 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 Ittefaq print along with online presence of brand visibility.
- Content will be shared on Ittefaq web & YouTube also.



Facebook Live Show

- FB Live on selected topic & placement on our website, You Tube 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 Daily Ittefaq Facebook post image.
- It can be category-based news post for targeting.
- Minimum sponsorship 20 GPI post.

Facebook Story

- Ittefaq FB stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach approx 30K.
- Minimum sponsorship 20 stories.



Instagram Platform



Instagram Post

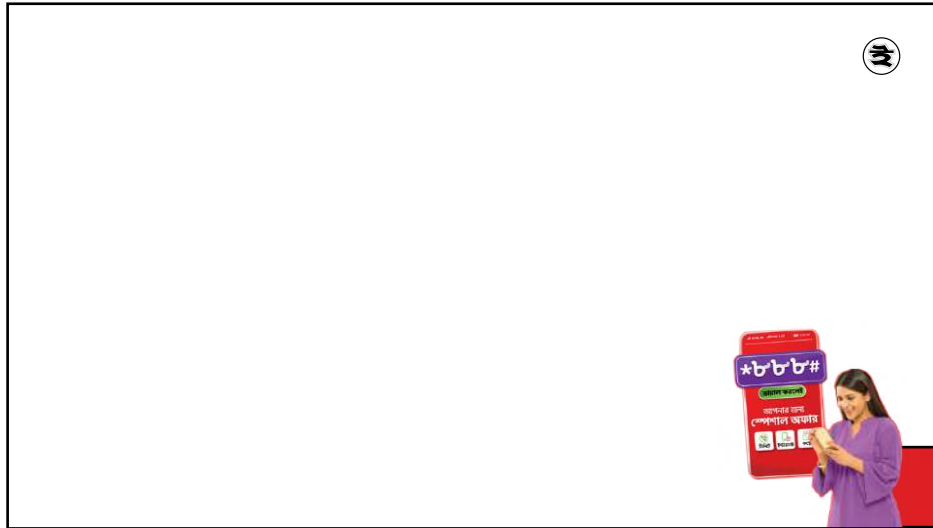
- Instagram post sponsorship.
- Per post optimum reach 10K.
- Minimum sponsorship 20 post.

Instagram Story

- Instagram stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach 10K.
- Minimum sponsorship 20 stories.



Video Sponsorship



Video Sponsorship

- Per ad duration **5 seconds** in every one minuite.
- Minimum sponsorship **25 videos**.
- Creative's dimensions: **500x450 pixel**.

AD Guideline

ittefaq.com.bd 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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