INTRODUCTION

Bangla Insider Limited has been established in the year 2016 with the aptitude of providing a wide range of Information and Communications Technology (ICT) enabled services. The ability in delivering multi-faceted services of Bangla Insider Limited has made this organization unique and it is the only organization from Bangladesh capable of providing various ICT enabled services ranging from software development to digital marketing.

Banglainsider offers wide range of dynamic and interactive advertising solutions in different sizes and formats. We have 8.5 Million active followers’ in our Social Media. We help marketers capitalize on the growing trend of curating and showcasing branded content across mobile, web and other platforms as well as optimally reaching out to audiences. We are offering different content area for you to reach the right users at the right time, in the right format. We help each brand in reaching their marketing goal weather it is to launch a new product or service, drive online traffic, expand business or build brand awareness. Our readers are from all walks of life. More importantly they are decisive, educated and influencers. Reach a highly qualified audience that has a sphere of influence by placing your ad today with us.
SITE OVERVIEW

Average Monthly Users: 10+ Million

Average Monthly Pageview: 20+ Million

On an average a user spends around 12+ Minutes daily on our website
User Behavior

75% Returning Visitors
42% New Visitors

50% Users visit our site more than 100+ times monthly and counting more
On an average 90% of our national and international users engage with our site for 10+ minutes.

Age Group

50% of our users are between ages of 18-50 years.
Ad Format for Mobile (Home Page)

Home_M1 337X68px
Home_B1 174X88px
Home_B2 287X290px
Home_B3 287X290px

FOR CRICKET LIVE UPDATE CLICK HERE

Platinum
Gold
Silver
## AD Measurement Detail

<table>
<thead>
<tr>
<th>Format Name</th>
<th>Dimensions</th>
<th>File Size</th>
<th>File Type</th>
<th>Rich Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Rectangle</td>
<td>335x280/287x290</td>
<td>100KB</td>
<td>JPG/PNG/GIF</td>
<td>YES</td>
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<tr>
<td>Leader board</td>
<td>970X90/730X90/728x90</td>
<td>100KB</td>
<td>JPG/PNG/GIF</td>
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<tr>
<td>Half-page Banner</td>
<td>560x110</td>
<td>100KB</td>
<td>JPG/PNG/GIF</td>
<td>NO</td>
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<tr>
<td>Pop-up</td>
<td>660x440/320x480</td>
<td>100KB</td>
<td>JPG/PNG/GIF</td>
<td>NO</td>
</tr>
</tbody>
</table>

## Area of Content

- **Feature**
- **Entertainment**
- **Business**
- **Technology**
- **Lifestyle**
- **SPORTS**
- **NEWS**

**BANGLA INSIDER**
Target Process & Report

Section Wise Target (website)

<table>
<thead>
<tr>
<th>News</th>
<th>Sports</th>
<th>Lifestyle</th>
<th>Business</th>
<th>Entertainment</th>
<th>Technology</th>
<th>Feature</th>
<th>Other</th>
</tr>
</thead>
</table>

Location Wise Targeting

Time/ Frequency Capping

Report Category

- Inventory Report
- Network level
- Ad units’ level
- Placement level
- Geo level
**Advertisement Rate**

<table>
<thead>
<tr>
<th>Ad Types</th>
<th>Ad Types</th>
<th>CPM (BDT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>International</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>65</td>
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<tr>
<td>Gold</td>
<td>International</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>50</td>
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</tbody>
</table>

**Rich Media Advertisement**

<table>
<thead>
<tr>
<th>Ad Types</th>
<th>Inventory</th>
<th>Ad Types</th>
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</thead>
<tbody>
<tr>
<td>Rich Media</td>
<td>Desktop/Mobile</td>
<td>200</td>
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<tr>
<td>Rich Media Ad Serving</td>
<td>Desktop/Mobile</td>
<td>100</td>
</tr>
<tr>
<td>Video Ad</td>
<td>Desktop/Mobile</td>
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<tr>
<td>Pop-up/Welcome</td>
<td>Ad Desktop/Mobile</td>
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**Ad Guidelines and Conditions**

Banglainsider 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

**For International ad rates please contact our marketing/sales team**
Contact Information

Mailing Address:

House - 43 (Level-5), Road - 16 New (Old - 27)
Dhanmondi, Dhaka-1209, Bangladesh
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