

Rate Sheet for Patrika.com

Page	Ad	Sizes(PX)	Prices (Per Month)
HOME	Upper Banner	468*60	Rs.2,10,000/-
	Upper half Banner	385*60	Rs.1,40,000/-
	Footer Banner	728*90	Rs.1,05,000/-
	Right Panel Banner	200*200	Rs.1,05,000/-
		180*150	Rs.1,26,000/-
	Pop under banner	250*250	Rs.63,000/-
		350*350	Rs.77,000/-
	Floating Banner	250*250	Rs.1,12,000/-
350*350		Rs.1,40,000/-	
PHOTO-GALLERY	Mid Lower Footer Banner	468*60	Rs.56,000/-
	Skyscraper (Right Panel vertical banner)	160*600	Rs.1,05,000/-
		120*600	Rs.70,000/-
NEWS (Sports, Business, World, India)	Upper half Banner	385*60	Rs.77,000/-
	Mid Lower Footer Banner	468*60	Rs.77,000/-
	Left Panel Banner	300*250	Rs.77,000/-
	Right Panel Banner	160*600	Rs.98,000/-
		120*600	Rs.77,000/-
Special Segments (Education, My Life, Opinion, Entertainment, Health & Sci , My Board)	Upper half Banner	385*60	Rs.77,000/-
	Mid Lower Footer Banner	468*60	Rs.56,000/-
	Left Panel Banner	300*250	Rs.77,000/-
	Sky scrapper (Right Panel vertical banner)	160*600	Rs.98,000/-
		120*600	Rs.77,000/-
CITIES	Upper half Banner	385*68	Rs.77,000/-
	Mid Lower Footer Banner	468*60	Rs.49,000/-
	Right panel Box Ad	300*250	Rs.70,000/-
	Sky scrapper (Right Panel vertical banner)	160*600	Rs.98,000/-
		120*600	Rs.77,000/-

Rate Sheet for Rajasthanpatrika.com

Page	Ad	Sizes(PX)	Prices (Per Month)
HOME	Half leader board Banner	468*60	Rs.1,75,000/-
	Top Leader board	728*90	Rs.1,90,000/-
	Upper half Banner	385*60	Rs.1,25,000/-
	Footer Banner	728*90	Rs.95,000/-
	Right Panel Banner	200*200	Rs.95,000/-
	Sky Scrapper	120*600	Rs.1,15,000/-
	Right Panel Ad	300*250	Rs.1,00,000/-
	Pop under banner	350*350	Rs.70,000/-
	Floating Banner	250*250	Rs.1,00,000/-
	Right Panel Box Ad	180*150	Rs.75,000/-
NEWS (Sports, Business, World, India)	Upper half Banner	468*60	Rs.70,000/-
	Right Panel Box Ad	300*250	Rs.75,000/-
	Mid Lower Footer Banner	728*90	Rs.70,000/-
		468*60	Rs.50,000/-
	Left Panel Banner	160*600	Rs.88,000/-
		120*600	Rs.70,000/-
Special Segments	Upper half Banner	468*60	Rs.70,000/-
	Mid Lower Footer Banner	468*60	Rs.50,400/-
	Sky scrapper (Right Panel vertical banner)	160*600	Rs.88,000/-
		120*600	Rs.70,000/-
CITIES	Upper half Banner	468*60	Rs.70,000/-
	Mid Lower Footer Banner	468*60	Rs.45,000/-
	Right panel Box Ad	300*250	Rs.63,000/-
	Sky scrapper (Right Panel vertical banner)	160*600	Rs.88,000/-
		120*600	Rs.70,000/-

***NOTE:**

The following applies to both of our online properties i. e www.patrika.com as well as www.rajasthanpatrika.com .

1) COMBO DEAL:

You can now avail a **discount of 20%** on booking inventory on both our online Inventory i.e. www.patrika.com & www.rajasthanpatrika.com .

2) DISCOUNT on ADD On's:

If an advertiser places an Ad on the Home page and wants to place an Ad over Inside Pages then the advertiser will be charged additional Rs.28, 000 per Page.

3) CREATIVE SUPPORT:

We also develop creative for Ads through our In-house Advertising agency for Advertisers who shall want our support.

4) POP UPS / POP UNDERS ON INSIDE PAGES:

A Standard size 250 X 250 Pop ups / pop under Ads in All inside Pages have same price of Rs.35, 000/- .

5) RICH MEDIA ADS:

Our sites also support Rich Media Ads / Innovative Ad units for better performance of your campaign.

6) AD SERVER SUPPORT:

We have our own Ad server Account for tracking Direct Client Campaigns as per the client's requirement. Every client can Track the delivery through unique user name & password.

7) CAMPAIGN STATISTICS:

We can also provide the client with Campaign stats through our Ad server if the client wants us to track the campaign.

Key Statistics	Patrika.com	Rajasthanpatrika.com
✓ Monthly Average Page views	5 million	2.35 million
✓ Monthly Average Unique visitors	0.36 million	0.15 million
✓ Monthly Average Visits	0.5 million	0.35 million
✓ Average Time Spent on portal	9.87 Minutes	10.37 Minutes
✓ Pages/visit	9.72	6.05
✓ India : Other countries (Visits)	75:25	70:30
✓ Average Monthly Ad impressions	5.5 million	3 million
✓ Home Page Views	1 m	0.5m