

দৈনিক  
সাবাসবাংলাদেশ  
মাথা নোয়াবার নয়

D I G I T A L M E D I A K I T

# Working Method

## CPM Method

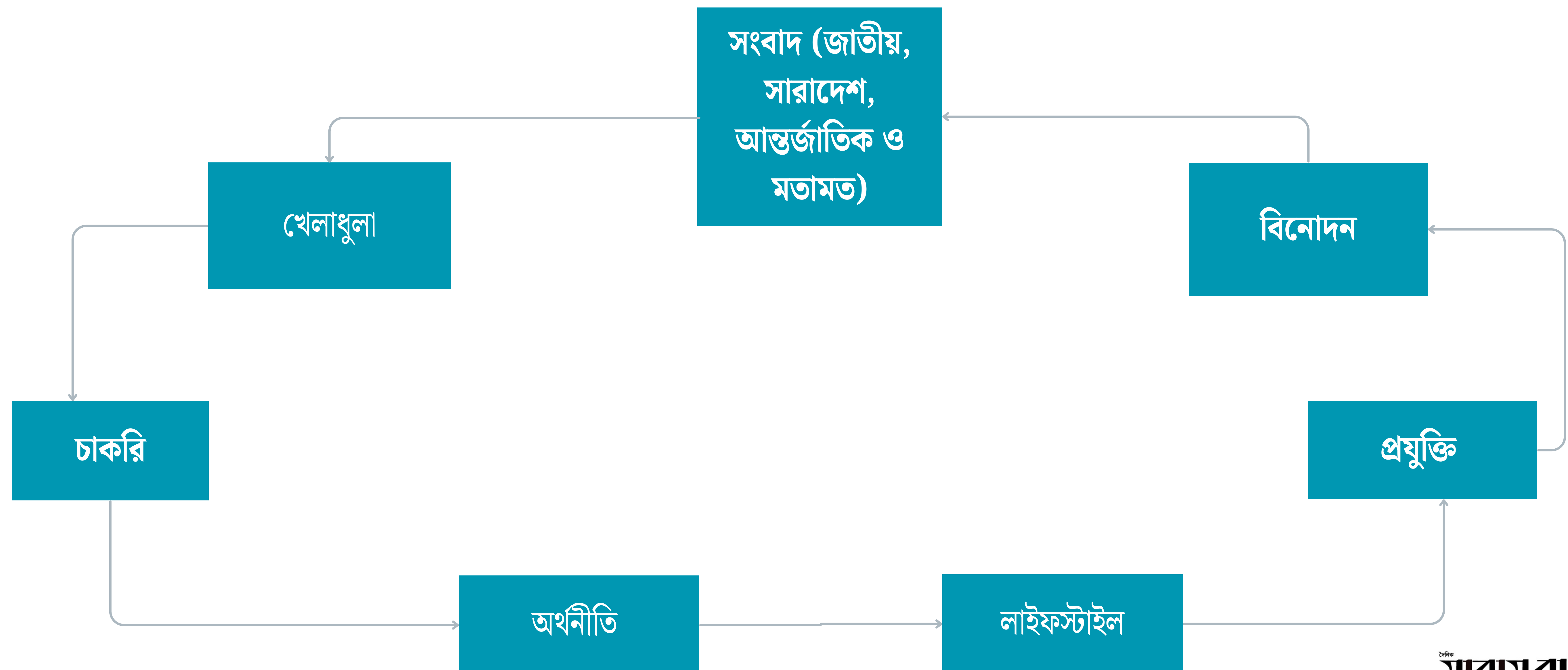
**Cost per thousand**, where CPM term used to denote the price of 1,000 impressions or views. If as a publisher **DailysabasBD** Charges BDT 35 CPM, which means an advertiser will pay BDT 35 for 1,000 impressions or views.

Device Targeting

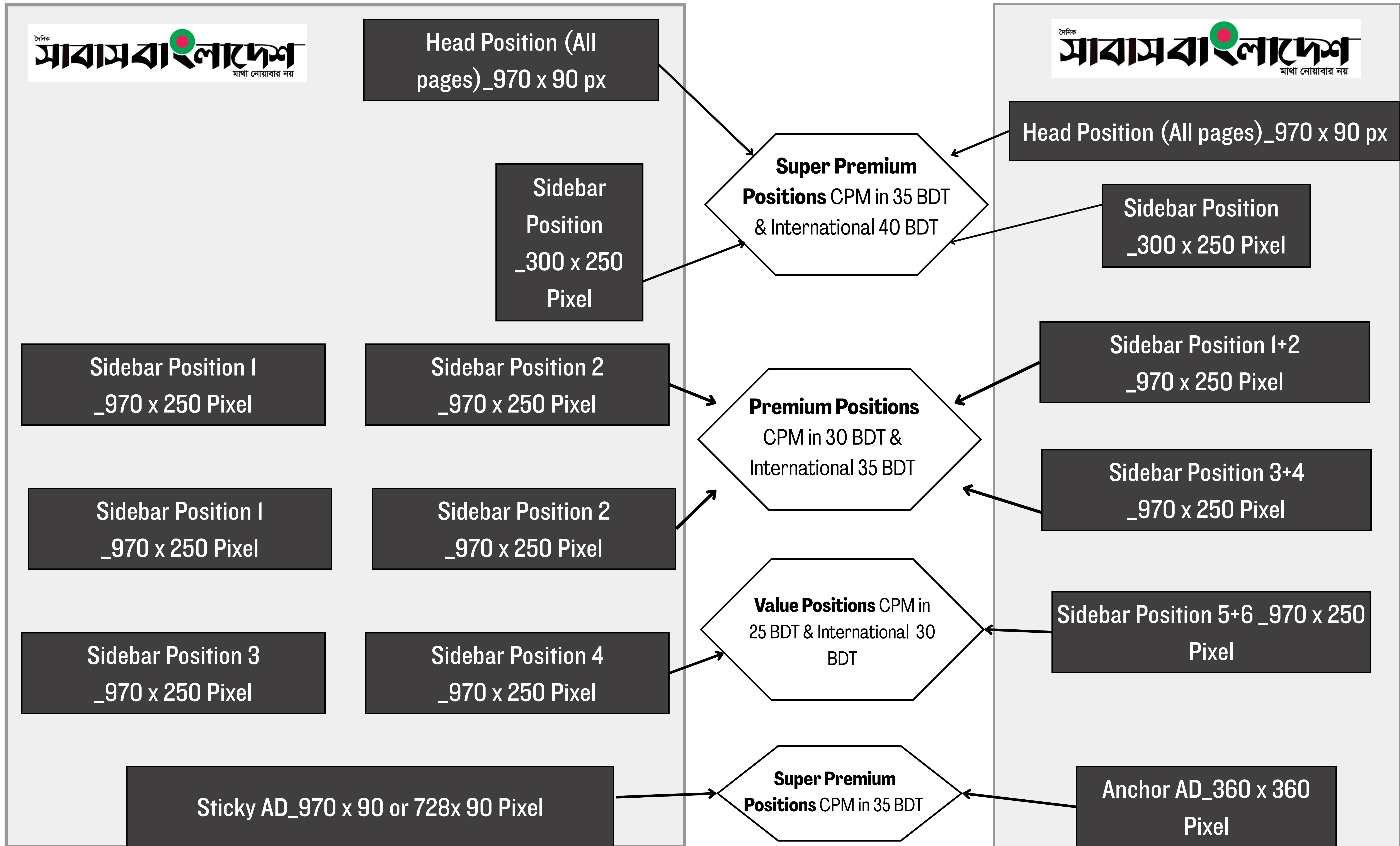
Location Targeting

Category Targeting

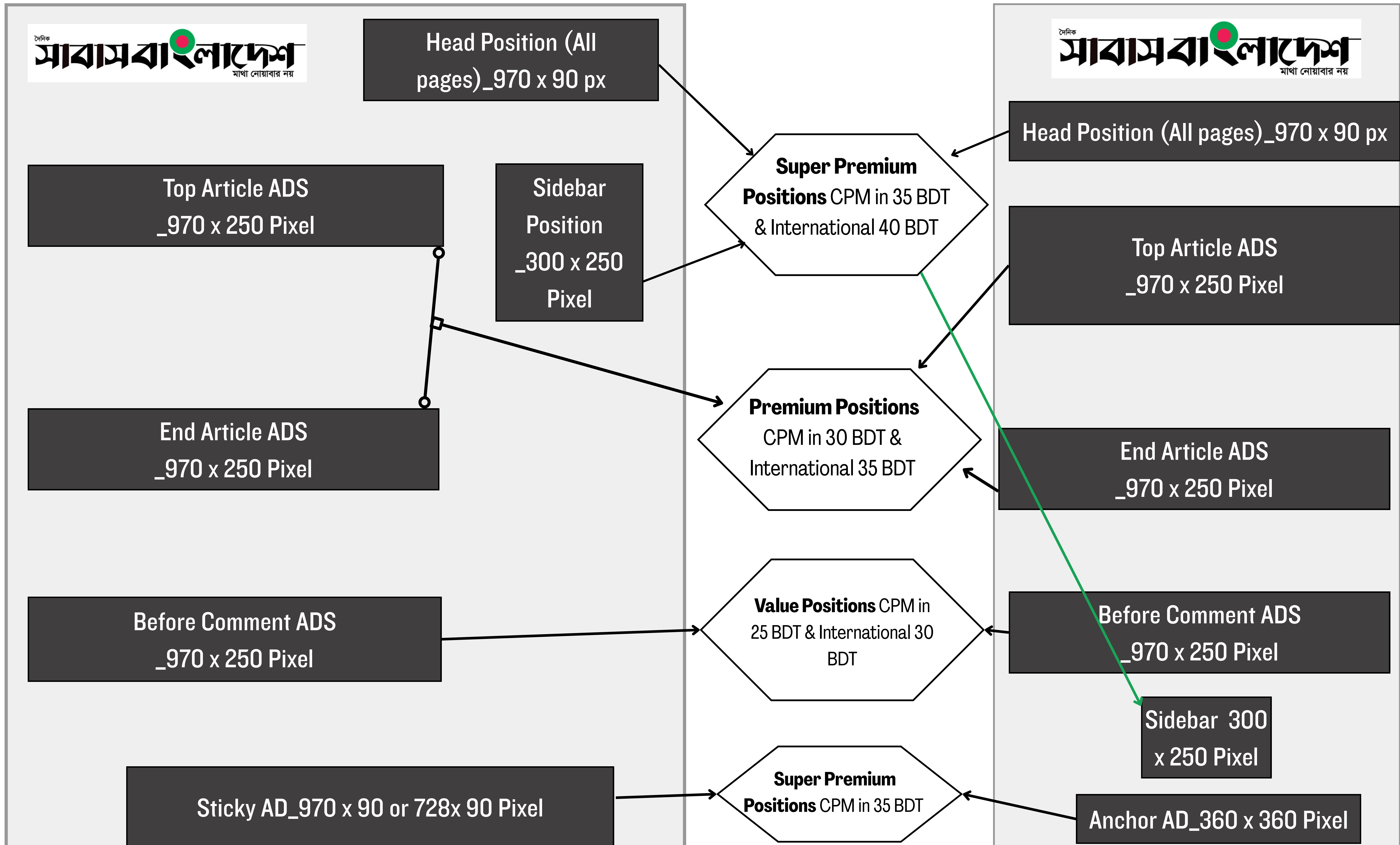
# Content Bucket



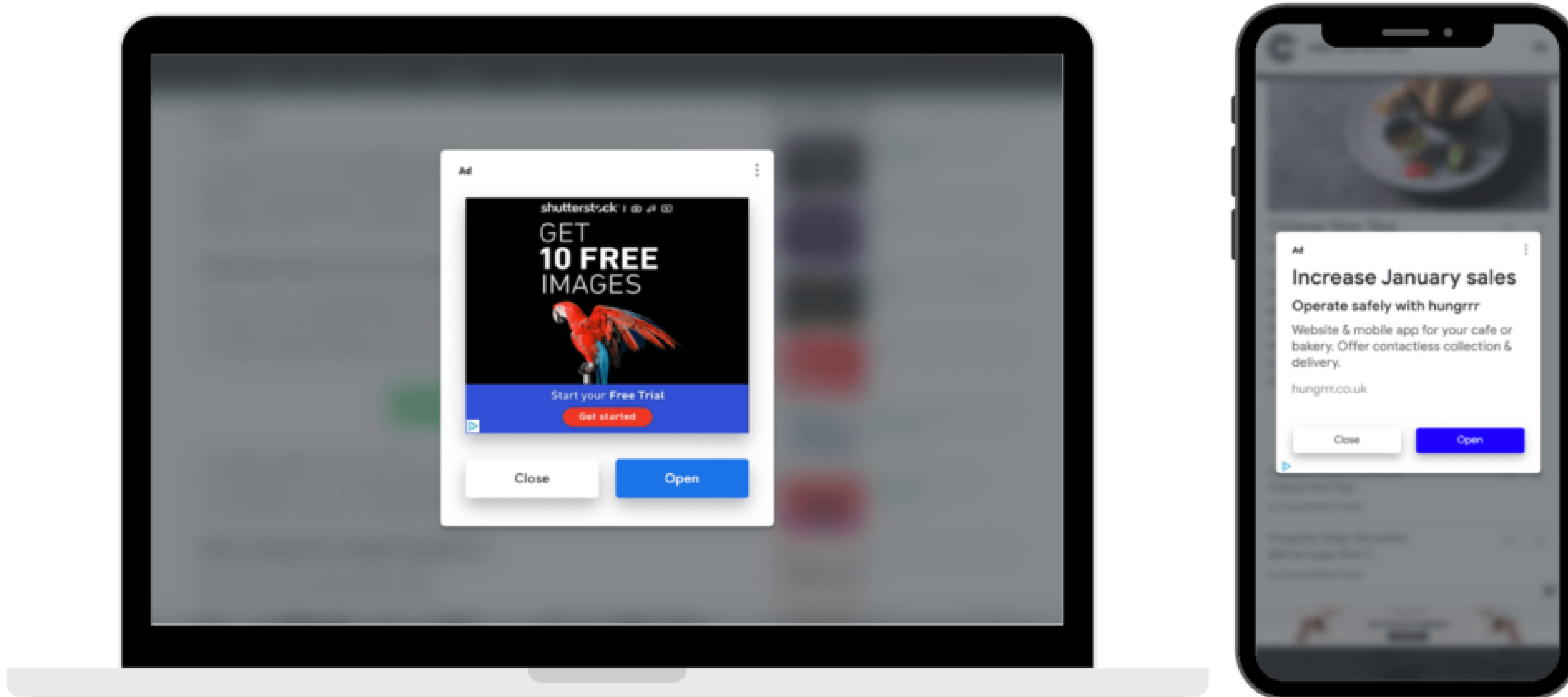
# Regular Ads Placement (Home)



# Regular Ads Placement (Article)



# Interstitial Advertisement



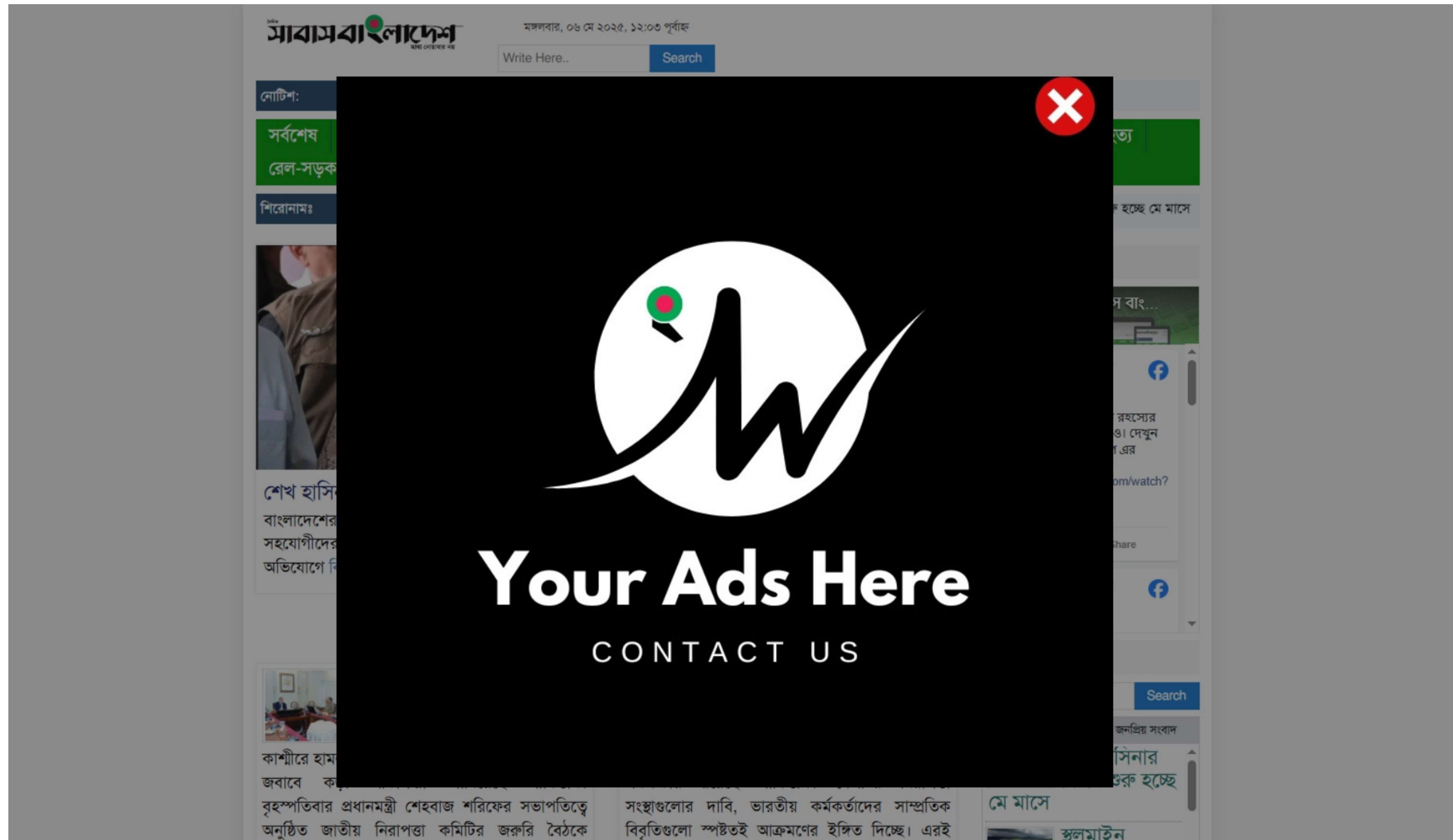
- Hourly basis with frequency capping/ per user from all devices.
- Home page TK 5,000/ Hour. (2 frequency capping)
- Article page TK 5,000/Hour. (2 frequency capping)
- Minimum requirement 02 hours
- Creative's dimensions: 660x440 & 320x480 pixel

# Video Advertisement

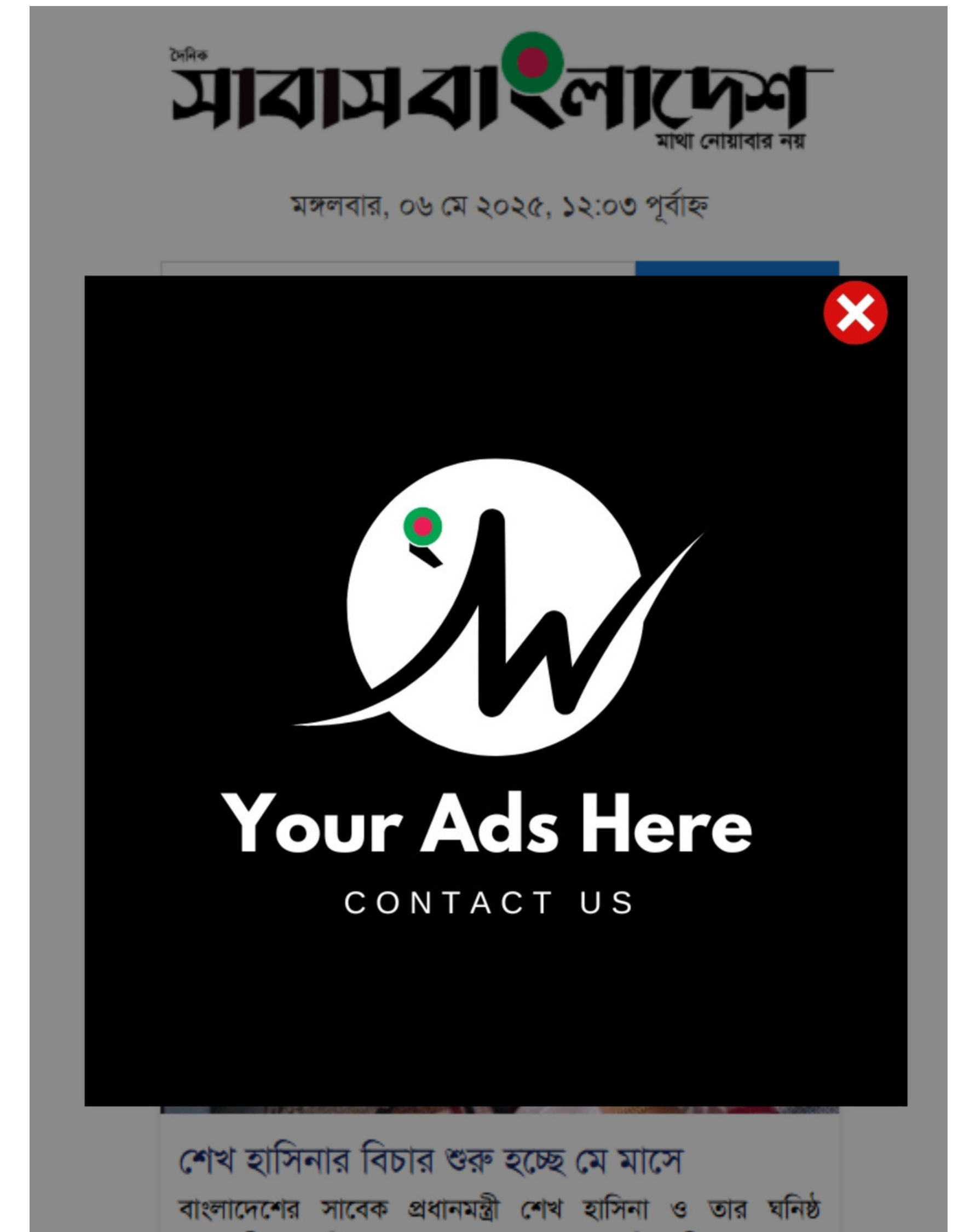


- Page - Campaign run with CPM basis on article pages from both devices.
- CPM cost TK 100
- Creative's format: MP4
- File size: Below 1MB

# Page Takeour Advertisement



Desktop View



Mobile View

- Hourly basis with frequency capping/ per user from all devices.
- Home page TK 3,000/ Hour. (2 frequency capping)
- Article page TK 3,000/Hour. (2 frequency capping)
- Minimum requirement 04 hours
- Creative's: HTML5 format
- Creative making cost: 5,000 BDT

# Facebook Platform



# Facebook Story



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

# Facebook GPI



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

# AD Guideline

**Dailysabasbd.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

## Contact Us for Advertisements

### বিজ্ঞাপন ম্যানেজার

ঢাকা অফিস: তাহের টাওয়ার, ২য় তলা, গুলশান-২, ঢাকা-১২১২

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