

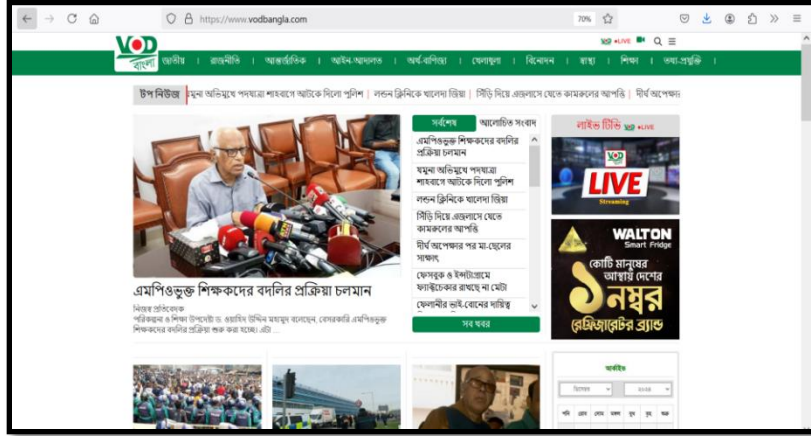


DIGITAL MEDIA KIT



www.vodbangla.com

Introduction



'VOD Bangla' is one of the top most multidimensional online news portals in Bangladesh. VOD Bangla's stated goals are to produce reliable news coverage, provide access to the Bangla language and promote understanding between peoples. It is also a provider of exclusive news, interview, news analysis, live streaming which can be viewed via its website, Facebook, YouTube, TikTok and various digital media players. Average of 2,00,000 viewers per day are visiting our online pages and our Social Media platform is also being visited by almost 2M people in a week.

❖ VOD Bangla Overview

1+ Million
Monthly Page views

0.5+ Million
Monthly unique
visitor

75 user
Ages of 18-45 year

4+ minutes
Average A User Spends
Daily

❖ FB Audience Overview

0.1+ Million
Facebook Flowers

7+ Million
reach / Months

1+ Million
Engagement / Months

10+ Million
Minutes viewed /
Months

❖ YouTube Audience Overview

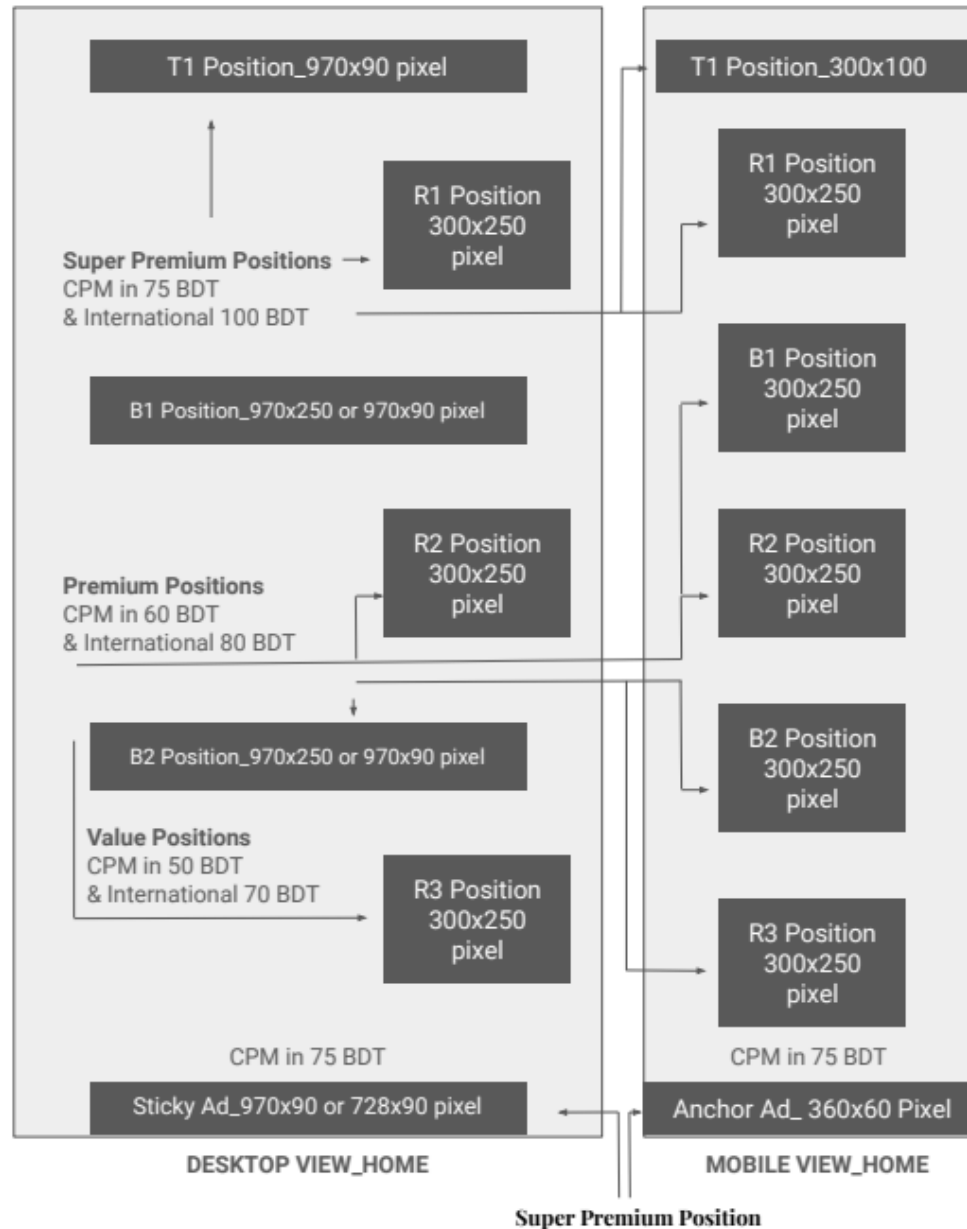
24K
YouTube subscriber

7+ Million
Minutes viewed/
Months

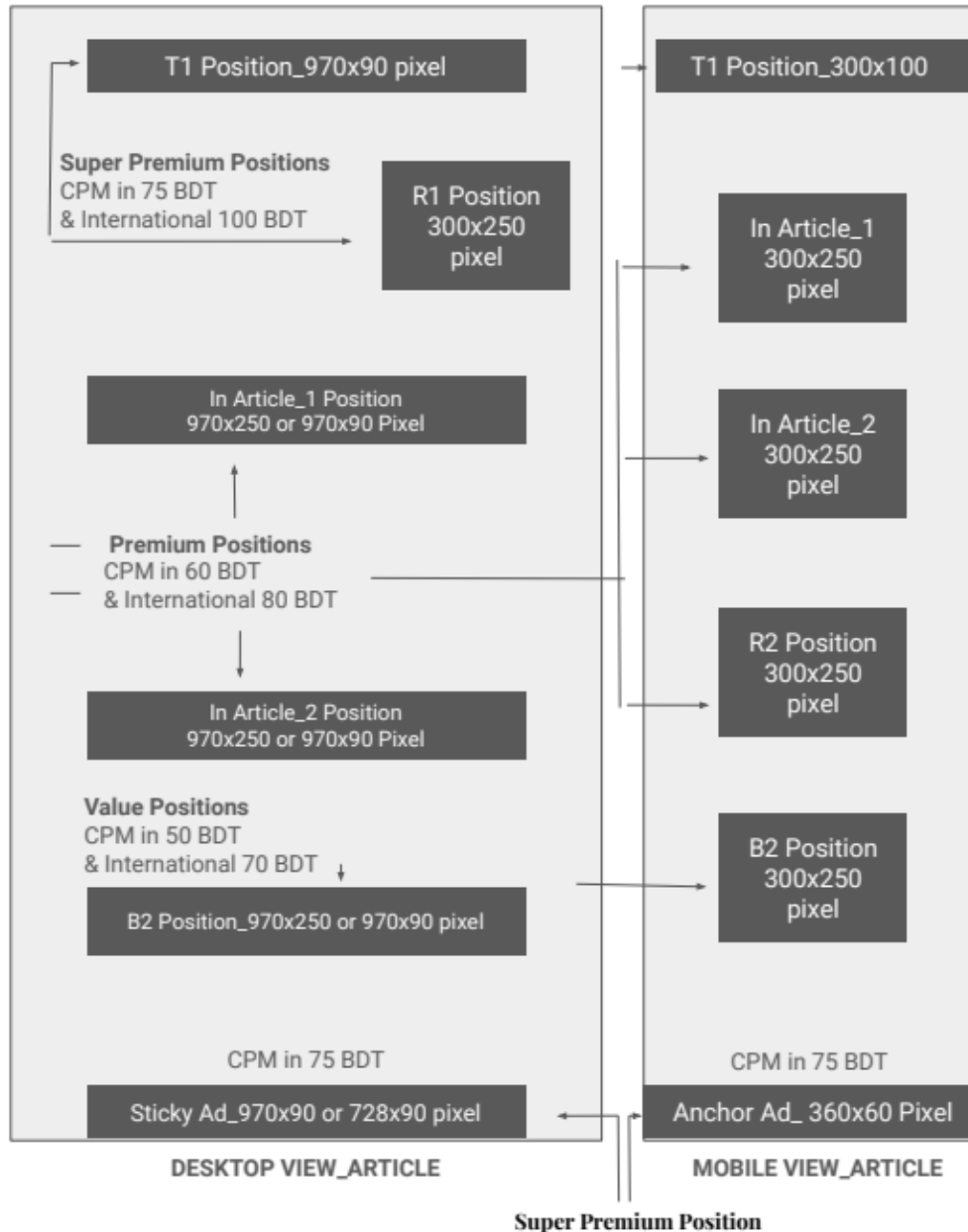
3+ Million
Post reached/ Months

100
Content post/ Day

AD PLACEMENTS_HOME PAGE



AD PLACEMENTS_ARTICLE PAGE



Desktop Home Page

1.

T-1

Size: 728x90

Duration: 30 Days

Price: 50,000

2.

L-1

Size: 728x90

Duration: 30 Days

Price: 50,000

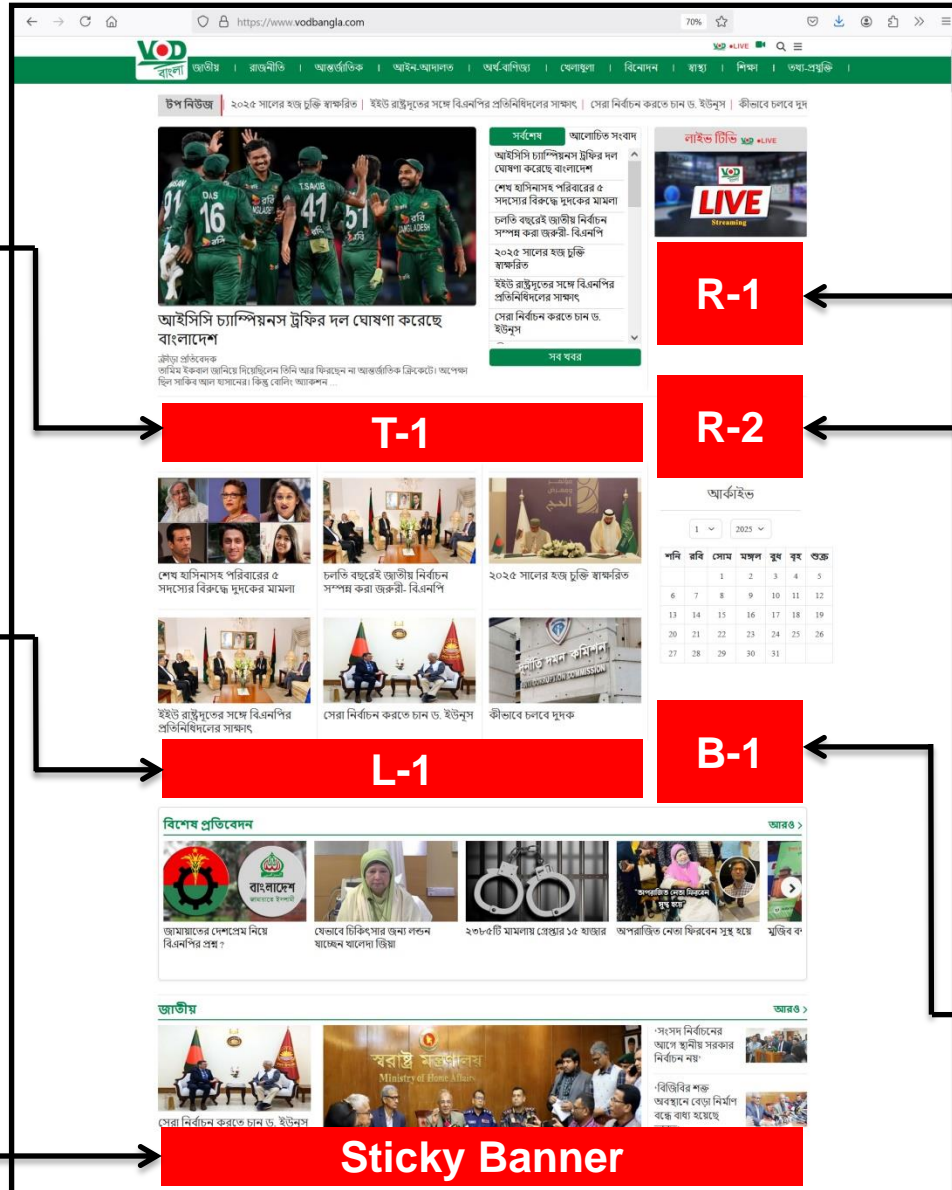
3.

Sticky Banner

Size: 970X90

Duration: 30 Days

Price: 100,000



4.

R-1

Size: 300X250

Duration: 30 Days

Price: 50,000

5.

R-2

Size: 300X250

Duration: 30 Days

Price: 50,000

6.

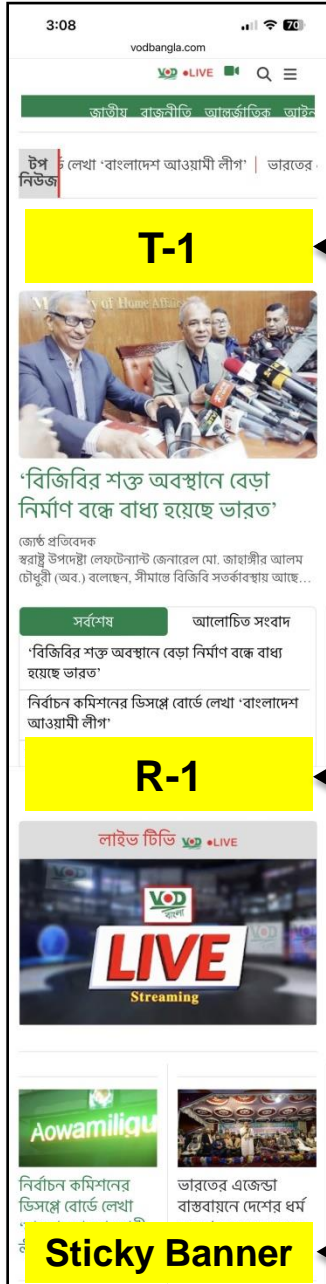
B-1

Size: 300X250

Duration: 30 Days

Price: 50,000

Mobile Home Page



1.

T-1
Size: 300X100
Duration: 30 Days

Price: 50,000

4.

T-1
Size: 300X100
Duration: 30 Days

Price: 50,000

2.

R-1
Size: 300X100
Duration: 30 Days

Price: 50,000

5.

R-1
Size: 300X100
Duration: 30 Days

Price: 50,000

3.

Sticky Banner (Always Visible)
Size: 300X50
Duration: 30 Days

Price : 100,000

6.

R-1
Size: 300X100
Duration: 30 Days

Price: 50,000



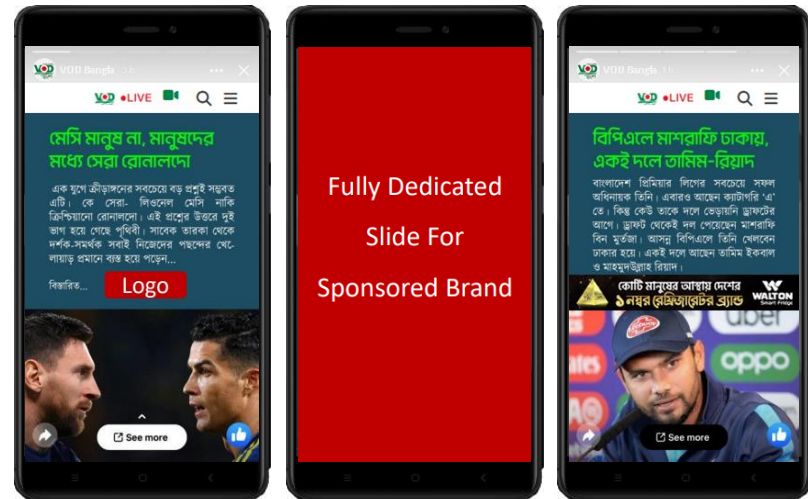
❖ PLACEMENTS_POPUP & FACEBOOK



Hourly Base Campaign

- Desktop & Mobile All News Page
- Frequency Capping: 3 times/ Hour

Price: BDT 5,000/Hour



Fully Dedicated
Slide For
Sponsored Brand

Photo Card Advertisement

- Facebook Photo Post Branding
- Multiple Design as Brand Required
- Brand Page Tag as Paid Partnership
- Total number of Photo Card 200

Price: BDT 100,000

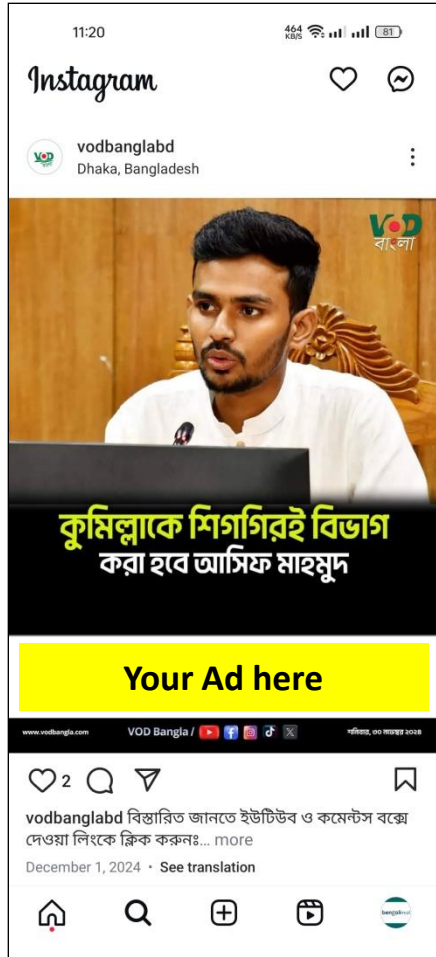
Facebook Story Sponsorship

- Facebook Photo Post Branding
- Multiple Frame Design as Brand Required
- Brand Page Tag as Paid Partnership
- Total number of story 200

Price: BDT 50,000



Instagram Platform



Instagram Post

- Instagram post sponsorship.
- Per post optimum reach 10K.
- Minimum sponsorship 200 post.

Price: 50,000

Instagram Story

- Instagram stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach 10K.
- Minimum sponsorship 200 stories.

Price: 50,000





SOCIAL MEDIA Platform



Facebook Live Show

- VOD Bangla will coverage any event or program live from our Facebook Page.
- Pre-announcement of brand visibility.
- Content will be shared on VOD Bangla FB & YouTube also.

Price: 5,000

TikTok Advertisement

- Per ad duration 10 seconds in one minute.
- Minimum sponsorship 200 post.

Price: 50,000



Multimedia Segment



Doggie
Banner visible fixed.
Platform: Facebook & YouTube.

Rate: BDT 1,000

Popup Banner
Banner visible 2 time.
Platform: Facebook & YouTube.

Rate: BDT 500



L-Shape Squeeze
Banner visible 2 time.
Platform: Facebook & YouTube

Rate: BDT 500

PIP Branding
Banner visible fixed.
Platform: Facebook & YouTube

Rate: BDT 1,000



REACH US FOR ADVERTISEMENT

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