

DEALCURRY.com Online Rate Card – Net Rates

Deal | Data | Analytics

Banner Advertising

Ad Type	Dimensions	Maximum File Size	Rate (cost/month) INR
Standard Banner	468 X 60	30 kb	55000.00
Leader Board	728 X 90	36 kb	75000.00
Large Rectangle	336 X 280	50 kb	45000.00
Medium Rectangle	300 X 250	50 kb	30000.00
Half Banner	234 X 68	30 kb	25000.00
Skyscraper	120 X 600	36 kb	40000.00
Skyscraper (Wide)	160 X 600	50 kb	45000.00
Button Ad	160 X 160	30 kb	20000.00

Files can be sent in .jpg/.gif/.swf, clickthrough URL format. All online ad placements will spawn a new browser window when clicked upon. Banner ads are run in rotation with multiple campaigns. If you require a custom sized banner, we will be more than happy to oblige. Simply talk to our representative about your specifications and we will promptly get back to you with a price quote.

Rich Media

Ad Type	Original Dimensions (Pixels)	Expanded Dimensions	Rate (cost/month) INR
Leader Board	728 X 90	728 X 180	10000.00
Button Ad	160 X 160	400 X 400	45000.00
Page Peel	800 X 600		150000.00
Dog-Ear	75 X 75		60000.00
Video	Max 10 sec/ 300 x 250		90000.00

A visible close button is required on every rich media ad panel. No ads will be accepted with faux functionality; ads must perform actions advertised in creative. All rich media creative must include alternate images to run across multiple non-Java enabled browsers All SWF files must be accompanied by backup GIFs and clickthrough URLs

Sponsored Text Ads

Entire text can be no more than 200 characters (three lines) including a link of no more than 60 characters – INR 5,000

Newsletter

Ad Type	Dimensions	Maximum File Size	Rate (cost/month or CPM) INR
Standard Banner	468 X 60	36 kb	56000.00
Skyscraper	160 X 600	36 kb	48000.00
Button Ad	160 X 160	30 kb	32000.00
Sponsored text Ad	6 lines (including URL)	72 characters per line	10000.00

No rich media allowed in newsletters only .gif or .jpg images

Directory Classifieds

Advanced listings will include below details

Logo	E-mail address
Name	Fax
Address	Web URL
Telephone	Description (50-60 words)

Custom programs and content sponsorship

Whitepapers
Case studies
Analytics and Reports
*Price quote available on request

Sales Contact

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MEDIA KIT