



Tariff Card

Home Page

Property	Position	Size(Pixels)	Monthly Rate(Rs.)
Top Banner	Beside the Logo	728x90	70,000
Top Banner	Above top stories	400x45	50,000
Sky Scrapper	Extreme Right	130x600	75,000
Middle Banner	Below top stories	630X90	60,000
Small Banner	Right side	130x100	30,000
Small Banner	Left Side	200x70	40,000
Leader Board	Bottom of the page	630x90	30,000

Listing & Article Pages

Property	Position	Size(Pixels)	Monthly Rate(Rs.)
Top Banner	Beside the Logo	728x90	30,000
Sky Scrapper	Extreme Right	160x600	30,000
Box Banner	Extreme Right	300x600	30,000
Middle Banner	Below stories	630X90	25,000
Small Banner	Right side	130x100	15,000
Small Banner	Left Side	200x70	20,000

Banners

Property	Devices	India (CPM)	NRI (CPM)	All
ATF Banners	All	50	75	60
BTF Banners	All	40	60	50

Terms & Conditions

1. Roadblock

Includes Skinning (Desktop), Master Head & Expando, Mobile Rectangular Banner (ATF), 300x600

2. Banners Specifications

Maximum weight – 40 kb

Maximum frame rate – 12-16 fps

Animation limit – 15 seconds

Stop all animations before 15 second

Looping not allowed. Can add a replay button (only for standard creative)

User initiated sound allowed, File loading not permitted

Backup Image mandatory

Last frame should have the company's branding on it

Accepted file formats:

PNG, JPEG, GIF, HTML 5 and 3rd Party tags for standard creative

3. Expando

Maximum weight – 40 kb for base file and 40 kb for Expandable file

Maximum frame rate – 12-16 fps

Animation limit – 15 seconds

Stop all animations before 15 second

Looping not allowed

User initiated sound allowed, File loading not permitted

Backup Image mandatory

Last frame should have the company's branding on it

Special specs - Requirements for Tags:

Creative will expand from right to left

Expansion should be on mouse rollover only and expanded panel should auto-retract on mouse roll out

Rollover text required on base panel

Accepted file formats:

PNG, JPEG, GIF, HTML 5 and 3rd party tags. (3rd party tags required for base file only.)