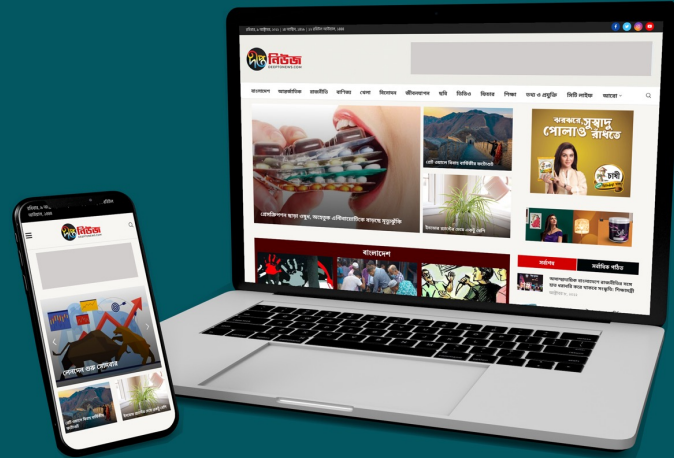




MEDIA KIT

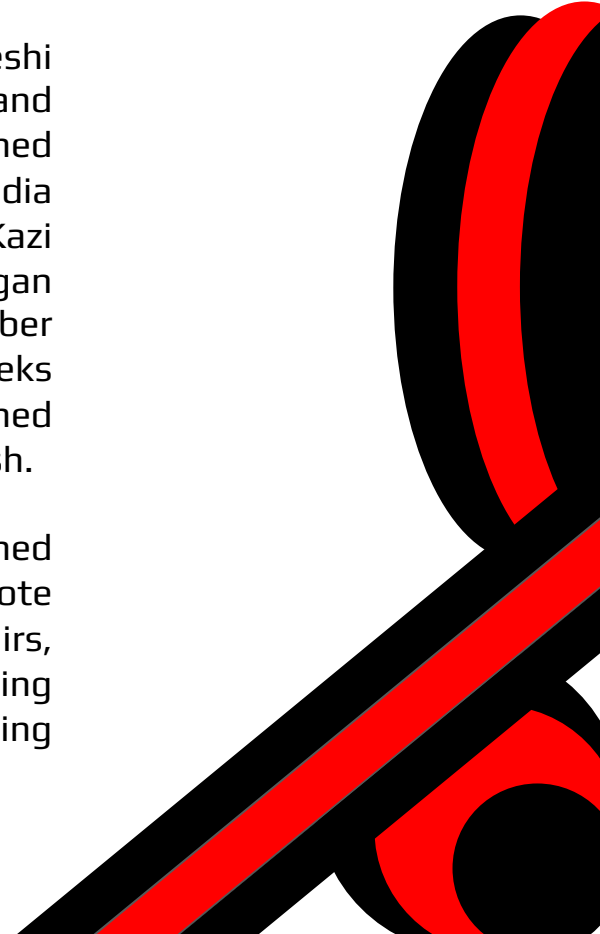
Updated: 10 October 2022





Deepto TV is a Bangladeshi Bengali-language satellite and cable television channel, owned and operated by Kazi Media Limited, a subsidiary of Kazi Farms Group. It officially began broadcasts on 18 November 2015, and within two weeks became the most watched television channel in Bangladesh.

Deepto Digital has launched deeptonews.com to promote good governance, current affairs, lifestyle and eye friendly reading environment. We are promoting citizen journalism also.



A large, stylized graphic on the left side of the page, consisting of thick red and black curved lines that resemble a ribbon or a stylized letter 'D'.

WORKING METHOD

Fixed

This method is applicable for fixed placement for a month-long campaign. Rates are negotiable depending on the duration and frequency of the placement. Rich media and video content rates will be decided upon discussion.

Hourly

This method applicable for popup campaign. Minimum time slot requirement for popup campaign is 6 hours. Advertiser will pay hourly.

Boost

Any paid promotion on social networks will include USD exchange rate, VAT and service charge.

Cost Per Mile (Thousand)

Where CPM term used to denote the price of 1,000 impressions or views. which means an advertiser will pay for 1,000 impressions or views. All impression-based campaign requires multiple designs as the placement is not fixed.

**CATEGORY
INDICATOR**

Premium

Gold

Regular



Mobile LB

320x100 pixels

Rectangle

300x250 pixels

Skyscraper

300x600 pixels

**INVENTORIES
DIMENSIONS**

Small Leaderboard

728x90 pixels

Sticky/ Large Leaderboard

970x90 pixels



Rectangle 3

Banner 7

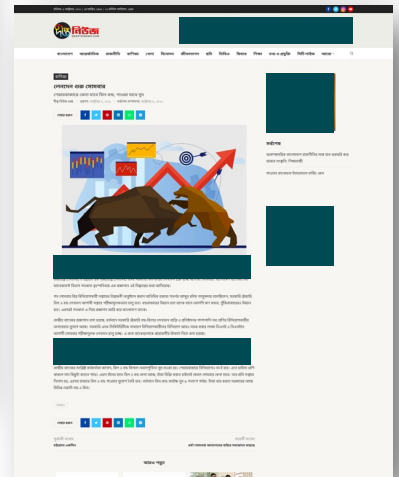
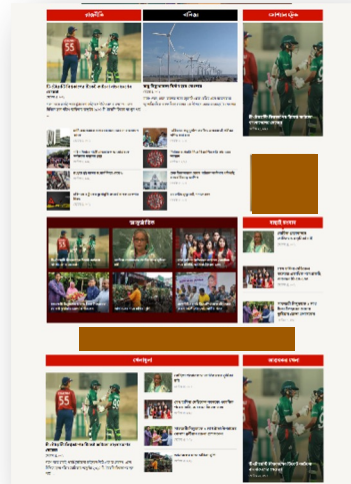
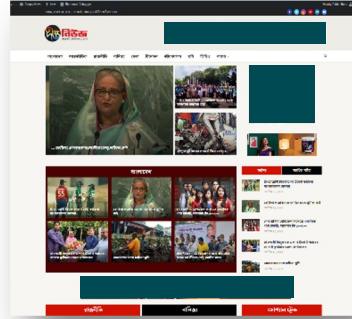
Rectangle 2

Banner 3

Rectangle 4

Banner 2

HOME **12** ARTICLE **6** CATEGORY **3**



Rate for Fixed Place

Premium

BDT 150,000/month

Gold

BDT 100,000/month

Regular

BDT 70,000/month

Popup

BDT 5,000/hours

(min 4 hours)

* VAT-Tax are excluded of the amount.

Terms & Conditions

- Any quotation is valid for the next 7 working days. And we will accept work orders in terms of 'first come first serve'.
- The rate for National or other Special days will be fixed upon mutual discussion.
- File type: JPEG, GIF, PNG & HTML (except popup).
- File size limit: 150 KB
- Geography: Bangladesh
- Rich media and video content rates will be decided upon discussion.
- The rate of key-value targeted and device targeted campaign will be fixed upon discussion.
- Rates are negotiable depending on the duration and frequency of the placement.
- VAT-Tax are excluded of the amount, which will be borne by the advertiser.
- For cancellation, rescheduling or renewal of a campaign the notice period will be 30 days.
- We request payment in 30 days upon receiving the bill.



DIGITAL AD RESTRICTION

DeepTo does not allow any ads with the following content:

- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity in creative)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text
- Anything prohibited by respective country law
- Advertisements promoting racism



CONTACT

We are open to discuss and customization. For further queries regarding sponsorship bundles, please feel free to contact us.

MOHAMMAD ABU NASIM

AGM – Head of Digital Media

md.nasim@deepto.tv

+8801321144898, +8801712984328

MD. ROBIUL ISLAM RANA

Assistant Manager, Ad Sales, Digital Media

robiul.rana@deepto.tv

+8801709635097, +8801737041434



THANK YOU