

RATE CARD
INDIAN OBSERVER POST



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A Class, Creative, and Constructive News Platform

TO GET SOLID RETURN ON YOUR AD SPEND

www.indianobserverpost.com

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IOP HITS – GOOGLE ANALYTICS REPORT BY MONTH

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2019	18381	7827	2333	9408	4437	12401301	90613	60666	203523	1217927
Jan 2019	25975	5568	1387	1338	4336	10752463	80482	43006	172612	1185249
Dec 2018	15158	4851	1364	2345	4375	9333746	90700	42292	150395	1159898
Nov 2018	5286	5062	1070	5437	4966	8514405	73115	32103	151871	1158598
Oct 2018	11566	11127	1548	1558	10719	18196609	17314	47995	344943	1358552
Sep 2018	14540	4230	651	1290	4399	10354378	18706	19543	126913	1136205
Aug 2018	2187	2025	406	173	3550	3692336	25377	12587	62780	267802
Jul 2018	8704	615	177	946	1409	1119630	1454	5496	19085	321847
Jun 2018	6209	178	51	928	696	346193	843	1549	5367	56276
May 2018	9368	335	50	427	985	651611	842	1557	10395	611416
Apr 2018	5835	780	119	165	2283	2904245	1968	3570	23403	825074
Mar 2018	3205	185	25	214	422	266369	452	775	5756	56372
Totals						78533286	401866	271139	1277043	9298844



YOUR BENEFITS

- ▶ Targeted readership
- ▶ Your message will be reaching your target market
- ▶ Targeted visitors to your site / sales page / presentation
- ▶ Wider distribution of your news and marketing content
- ▶ More qualified leads for your service / placements / offerings
- ▶ Communicate directly with our readers: Interviews/Guest posts, etc...
- ▶ We also arrange and manage to send your news / marketing content to your desired target readers.





Why Advertise on Digital?

DIGITAL BRANDING AND IMAGE BUILDING ALWAYS HELPS IN GROWING BUSINESS

INTERNET USERS ACCESS MOST INFORMATIONS USING THEIR SMARTPHONES

MOST BUYERS PREFER TO SEARCH ON GOOGLE BEFORE FINALISING ANY DEAL.

MOST BUYERS COMPARE PRODUCTS & PRICES BEFORE PURCHASING

STUDENTS LOOK FOR INSTITUTIONS FOR BETTER STUDY ON DIGITAL

IF YOU ARE NOT ON DIGITAL, YOU LOOSE MAJOR BUSINESSES AND DEALS



TARGETED DISTRIBUTION OF INDIAN OBSERVER POST

WE PROMOTE OUR WEBSITE THROUGH: DIRECT MAILERS / SOCIAL MEDIA / PARTNERS / DIGITAL EVENTS / PARTNERSHIPS / RADIO / & TV

OUR FOCUS IS TO REACH TO: PINION MAKERS, POLICY MAKERS, DECISION MAKERS, CORPORATE, ACADEMIA & FOREIGN ENTITIES

WE ARE TRYING TO REACH TO THE INDIAN DIASPORA PEOPLE SPREAD IN 110 COUNTRIES OF THE WORLD THROUGH 200 NRI ASSOCIATIONS.



WE HAVE A HUGE DATA OF OVER 20 LAKH NICHE PEOPLE

- ▶ We promote our Website through Data Driven targeted mailers:
- ▶ **We send Mailers to:**
- ▶ VCs / Directors / Deans / HODs and Students of Universities
- ▶ Management, Technical and Agri Universities / Collages
- ▶ **PIB Officials** (They represent to **All Union Ministries**)
- ▶ **All MPs of LS & RS / BJP** / Congress & Leaders of Other Parties
- ▶ PR & Ad Agencies / **Top Journalists** of TV, Print, Digital & News Agencies
- ▶ More than **100 Embassies** located in Delhi
- ▶ **All Bhawans / Houses** and Information Centers of States in Delhi



OUR SOCIAL MEDIA IMPACT

- ▶ **WE EXTENSIVELY USE FACEBOOK, TWITTER, WHATSAPP, LINKEDIN, INSTAGRAM & WEIBO**
- ▶ We Sent Links to more than 500 WhatsApp Groups of Media people from all across the country.
- ▶ This includes all National and Regional Media Associations, like - Members of Press Club of India / Press Association of India / Broadcasters Club of India / Delhi Journalists Association / National Union of Journalists and Small and Medium Newspapers Associations Etc.
- ▶ Health / Educational / Crime and Political Media Groups
- ▶ Several WhatsApp Groups and NGOs related to NRIs / PIOs spread in various Countries
- ▶ IOP Team has around 50,000 followers on the LinkedIn, and it goes on via sharing...



ADVERTISING RATES OF INDIAN OBSERVER POST

STANDARD ADVERTISING RATES IN RS.

TYPE	DIMENSIONS	FORMATS	MAX FILE SIZE	CPM RUN OF SITE	CPW
Banners	468 x 60	Gif or Flash	37k	50k	12k
Leaderboard	728 x 90	Gif or Flash	37k	75k	15k
Sky	120 x 600	Gif or Flash	37k	80k	15k
MPU	300 x 250	Gif or Flash	37k	1L	20k
Button (wide)	160 x 60	Gif or Flash	37k	30k	7k



ADVERTISING RATES OF INDIAN OBSERVER POST

EDUCATION - CPM	Normal	Premium
Schools Recruitment	30k	+15%
Independent Schools	30k	+15%
Courses	40k	+ 15%
Higher Education	40K	+ 15%
Classified	10k	+20%
General	30k	+15%
Lifestyle	40k	+ 15%
B2b	50k	+15%
Legals	10k	+20%
Entertainment Listings	15k	+20%



IOP TEAM, BUREAUS, AND ESTEEMED WRITERS

<https://bit.ly/2LxOU2I>

IOP ON THE GLOBAL PLATFORM FOR MEDIA BUYING

The Media Ant - <https://bit.ly/2Y06pyk>

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