Eenadu.net - Digital Ratecard (FY 2024-25)

Roadblock:
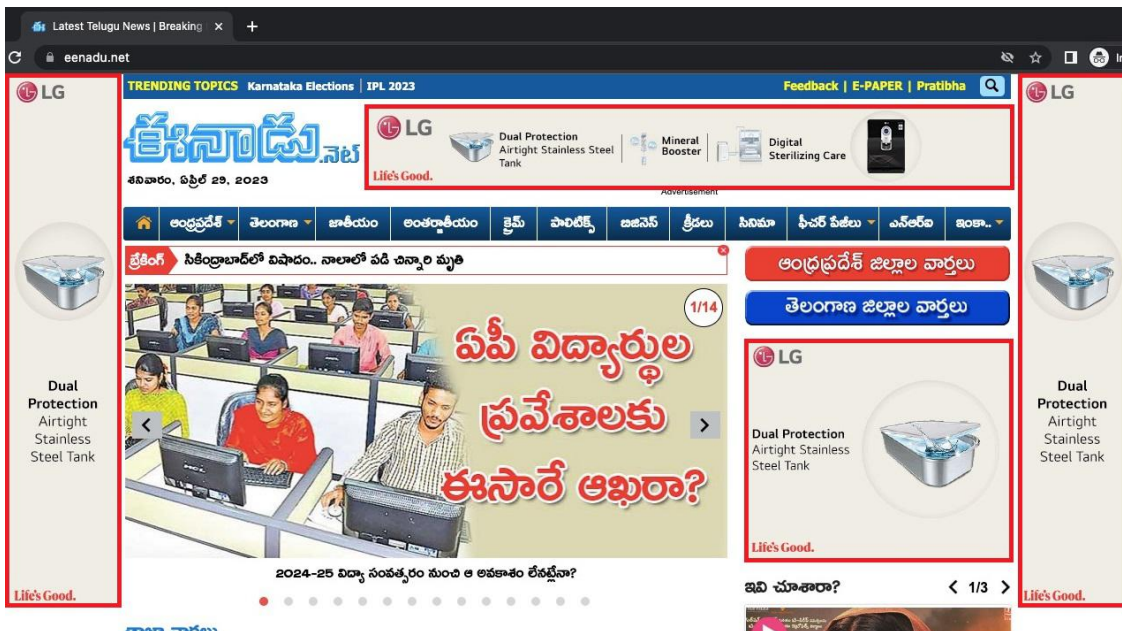
Campaign Type	Page	Duration	Est. Impressions / Page views	Ad Dimensions	Reporting	Device & Geo	Rate
Roadblock	Home Page	24 Hours (1 Day)	Fixed Position for 1 day	Desktop: Leaderboard 728x90, Sky Scrapper (Left & Right) 120x600, 300x250 pixels Mobile: 336x280 pixels	As per GAM	Mobile & Desktop – India	INR 10,00,000 (Net) + 18% GST
						Mobile & Desktop – AP & Telangana	INR 9,00,000 (Net) + 18% GST
						Mobile & Desktop – Hyderabad	INR 6,00,000 (Net) + 18% GST
						Mobile & Desktop – AP	INR 4,00,000 (Net) + 18% GST

T&C:
- Payment: 100% advance
- Ad Material: JPEG/GIF up to 50 KB.

Sample Screenshots:

Desktop   *Mobile*

Sustenance:

Campaign Type	Page	Duration	Device & Geo	Ad Dimensions	Reporting	Rate
Sustenance	Home Page +ROS	30 days	Mobile & Desktop – NRI	300x250, 336x280 pixels	As per GAM	CPM - INR 350 (Net)
Sustenance	Home Page +ROS	30 days	Mobile & Desktop – AP+TS / India	300x250, 336x280 pixels	As per GAM	CPM - INR 200 (Net)

T&C:

- Payment: 100% advance
- Ad Material: JPEG/GIF up to 50 KB.

Sample Screenshots:

Desktop   *Mobile*

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Native Article:

Campaign Type	Page	Duration	Device & Geo	Article Prerequisites	Reporting	Rate
Native Article	Home Page	1 day per article	Mobile & Desktop – Global	A Telugu translated copy with a 300 word count limit, 2 HD images, 1 YouTube link and a landing page URL link	As per GA	INR 2,00,000 (Net) + 18% GST

T&C:

- Publishing the article is subject to editorial and legal approval
- The article will be published in respective entertainment / business / education / women / real-estate / other section as per the native article content requirement.
- Payment: 100% advance

Sample Screenshots:

Desktop

Mobile