

BANGLADESH'S FIRST EVER GOLF MAGAZINE SINCE 2015



DIGITAL RATES AND AD SPECS

THEGOLFHOURSEBD.COM

RATE CARD

PER POST

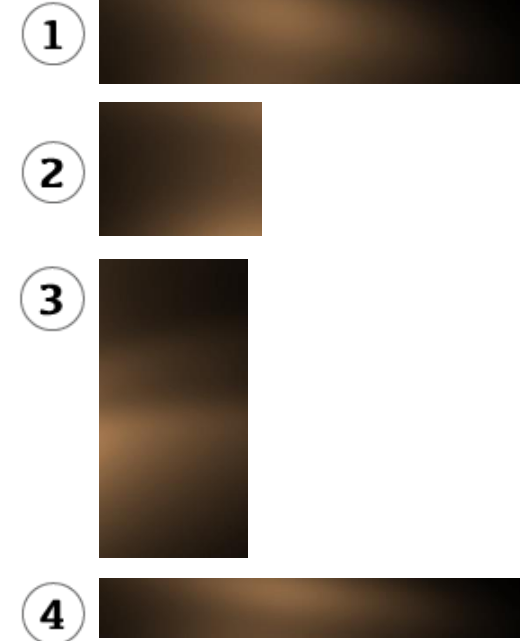
AMOUNT (BDT)

| | |
|--|--------|
| TITLE BANNER – (780 x 90) Targeting: All pages within the site. FREQUENCY 1x: 1 Month | 45,000 |
| SIDEBAR BANNER – (300 x 250) Targeting: All pages within the site. FREQUENCY 1x: 1 Month | 25,000 |
| ROADBLOCK BANNER – (960 X 90) Targeting: All pages within the site. FREQUENCY 1x: 1 Month | 30,000 |
| LARGE RECTANGLE BANNER – (300 X 600) Targeting: All pages within the site. FREQUENCY 1x: 1 Month | 35,000 |
| ONE FACEBOOK POST | 10,000 |
| ONE FACEBOOK VIDEO POST | 25,000 |
| NATIVE ARTICLE | 35,000 |
| HOMEPAGE TAKEOVER | 45,000 |

PLEASE NOTE:

All contents of advertisements are subject to TheGolfHouse Online approval. TheGolfHouse reserves the right to reject or cancel any advertisement, insertion order, and space reservation or position commitment at any time. In addition, TheGolfHouse shall have the right to reject any URL link embodied within any advertisement. This order is accepted subject to TheGolfHouse terms and conditions of sale. TheGolfHouse does not accept responsibility for late submission of creative.

DIGITAL RATES AND AD SPECS



HORIZONTAL FORMATS

| FORMAT | ENVIRONMENT | AD SIZE | FORMATS | MAX. FILE SIZE | NOTES |
|--------------------|-------------|--------------|------------------|----------------|---|
| Billboard | Desktop | 780 x 90 px | gif, jpg, script | 250 kb | <ul style="list-style-type: none"> -For jpg and gif creatives third party tracking is allowed: pixel + click command -HTML5 creatives must be sent as third-party redirects -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%% |
| | Tablet | 728 x 200 px | | 150 kb | |
| | Mobile | 320 x 100 px | | 100 kb | |
| Leaderboard | Desktop | 970 x 90 px | gif, jpg, script | 150 kb | |
| | Tablet | 728 x 90 px | | 100 kb | |
| | Mobile | 320 x 50 px | | 50 kb | |

MID FORMATS

| FORMAT | ENVIRONMENT | AD SIZE | FORMATS | MAX. FILE SIZE | NOTES |
|-------------------|--------------------------|------------------------------|------------------|----------------|---|
| HPU | Desktop, tablet & mobile | 300 x 600 px | gif, jpg, script | 250 kb | <ul style="list-style-type: none"> -For jpg and gif creatives third party tracking is allowed: pixel + click command. -HTML5 creatives must be sent as third-party redirects. -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%% |
| MPU | | 300 x 250 px | | 150 kb | |
| Square | | 250 x 250 px 200 x 200 px | | 100 kb | |
| Skyscraper | | 120 x 600 px 160 x 600 px | | 150 kb | |

OTHER FORMATS

| FORMAT | ENVIRONMENT | AD SIZE | FORMATS | MAX. FILE SIZE | NOTES |
|-----------------------------------|--------------------------|------------------------------|-------------------------------|--|--|
| PREROLL & INREAD VIDEO | Desktop, tablet & mobile | Optimal size: 1280 x 1024 | mpeg4, mov, 1st party VAST | 20 MB (Publisher hosted) 4 MB (Total VAST size) | <ul style="list-style-type: none"> -30 secs max. Duration for skippable ads -15 secs max. Duration for non-skippable ads -Third party tracking pixel is allowed |

AD SPECIFICATIONS

VIDEO & AUDIO

- Display video formats must include a play and pause button
- If the format has audio it must be muted by default

REDIRECTS/SCRIPTS HTMLS

- Redirects or scripts without video must not exceed 200 kb
- The maximum weight for video formats is 2.2 MB
- Mobile optimisation is recommended

TERMS & CONDITIONS

- Any author customize advertisement can be introduced with the client interest.
- Advertiser to supply advertisement artwork according to mechanical specifications.
- Above rate are not included any kinds of Govt. VAT & AIT.
- Special offer may have on advance payment.
- And amount must be paid through advance A/C payee cheque in the name of "**PressMeet**"

CONTACTS

DIGITAL ENQUIRIES

For further details or assistance, please contact ads@golfhousebd.com OR mkt@golfhousebd.com

Assets delivery: at least 48 hours before campaign start date

TheGolfHouse, **GolfHouse Holdings Limited**, 1st Floor, Road 3, New DOHS, Mohakhali, Dhaka 1206