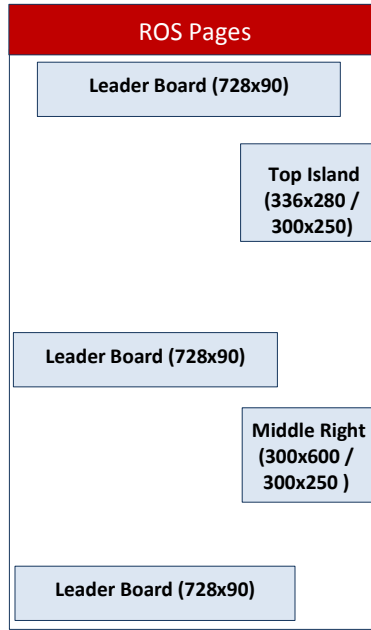
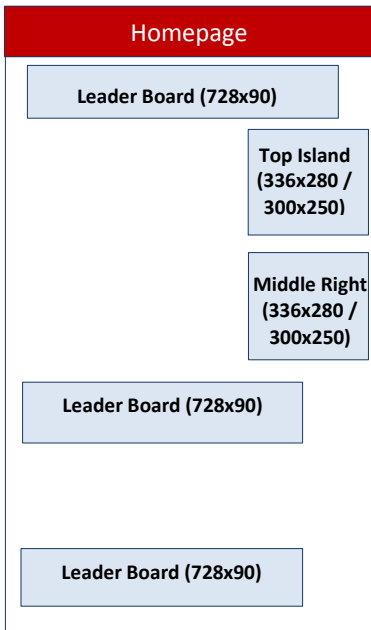


# Advertising Rate Card

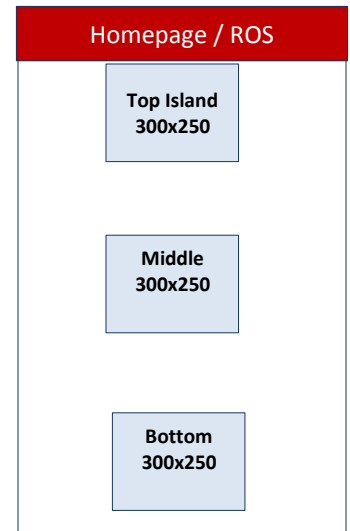


**Banner Placements Desktop** ↓



Ad Type	Size Pixels	Rate (Rs)(CPM)
Banner Ad (HP)	728 x 90	100
Banner Ad (HP)	336 x 280 / 300 x 250	90
Banner Ad (ROS)	336x280 / 300 x 250 / 300 x 600	90
Banner Ad (ROS)	728 x 90	100
Video Ad	300 x 250	120
Video Pre-roll	300 x 250	130
Slider	400 x 225	110
Roadblock	All adunit	1.50 Lacs / per day
Roadblock (HP)	All adunit	0.50 Lacs / per day
Roadblock (ROS)	All adunit	1.20 Lacs / per day
Roadblock Pagepusher	970 x 250 / 300 x 300	1.5 Lacs / per day
Overlay	600x400 to 300x250	140
Site Sync	300x250 to full page	180
Interstitial Mobile	300 x 600	120
Interstitial Desktop	800 x 400	130
In Article	As per screen view	120

**Banner Placement Mobile** →



## Terms and Conditions

- Costs indicated in the RO should be exclusive of all applicable taxes and levies.
- Advertiser agrees to pay the publisher within or at the end of 45 days credit period from the date of invoice.
- Once the inventory is blocked for a particular Advertisement, then the same cannot be cancelled / re-scheduled. The advertiser will be charged for the entire inventory that was blocked irrespective of whether it was consumed or not.
- If for any unforeseen circumstances the ad campaign is paused, then the same has to be re-started immediately within 7 working days else the entire inventory blocked will be charged.
- We expect to be paid for our services. We reserve the right to hold the advertiser and their advertising agency jointly liable for all costs associated with the collection of any amounts not paid in accordance with the payment schedule as set forth by Free.
- In case of events beyond our control including Acts-of-God, actions by any government entity, fire, flood, riot, explosion, national emergency, acts of terrorism or war, or Internet or communications failure Free Press Journal shall not be responsible for non-delivery or other errors.
- The advertiser agrees to keep the pricing, terms, conditions and contents of its advertising contract confidential and will not publicize or disclose the pricing, terms, conditions or contents of it to any third party without the prior written permission of Free Press Journal.

For more details :  
**Email at: anand@fpj.co.in**