



The Financial Express

Online Advertisement Proposal



About us

The Financial Express (FE) is the first English financial daily of Bangladesh -the brand of International Publications Limited which was incorporated under the Companies Act in the year, 1993.

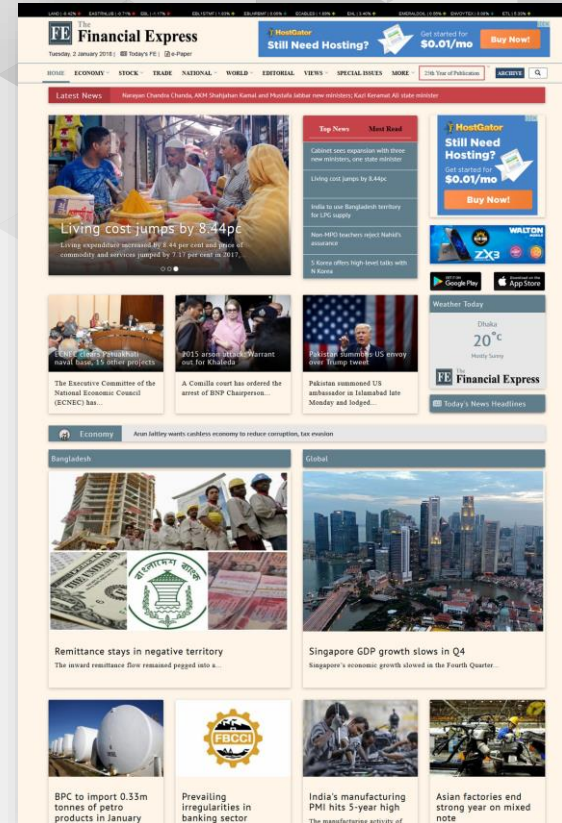
The FE started its journey in 1993. In terms of circulation, this daily now ranks second among its English contemporary dailies of Bangladesh. It has syndication arrangements with the London-based Financial Times (FT) and the Prague-based Project Syndicate.

The FE's prime objective is dissemination of fair and objective news and information. It makes its best efforts to keep its readers informed about the ongoing **social, economic, financial** and **political** developments daily in its print edition, and also round-the-clock through its online version. It gives extensive coverage of **economic** and **business** developments taking place at home and abroad, in its both print and online editions.

The FE puts particular emphasis on publication of in-depth **analyses, views** and **opinions** on major domestic, regional and global **trade, economy, business** and **nation** wide news.

The Financial Express has a footprint on digital media since 2007. Considering the future need and changing technology, The Financial Express(www.thefinancialexpress.com.bd) recently revamped its website using the latest technology and Google guidelines of the Digital World.

The Financial Express has strong and loyal users not only in Bangladesh but also globally. We have users from **100+ countries. in 7+ different continent.** We have 500K+ users in every month on our website with **66.07% of new visitors.** We serve **1+ Million impressions** in every month with **739K+ page views** from our website.




E-paper and Today's FE



Website Overview

Primary website traffic data per month of
The Financial Express website

- » 500K+ Users/Month
- » 1+ Million Impression/Month
- » 739k+ Page views/Month
- » 66.07% New Visitors/Month

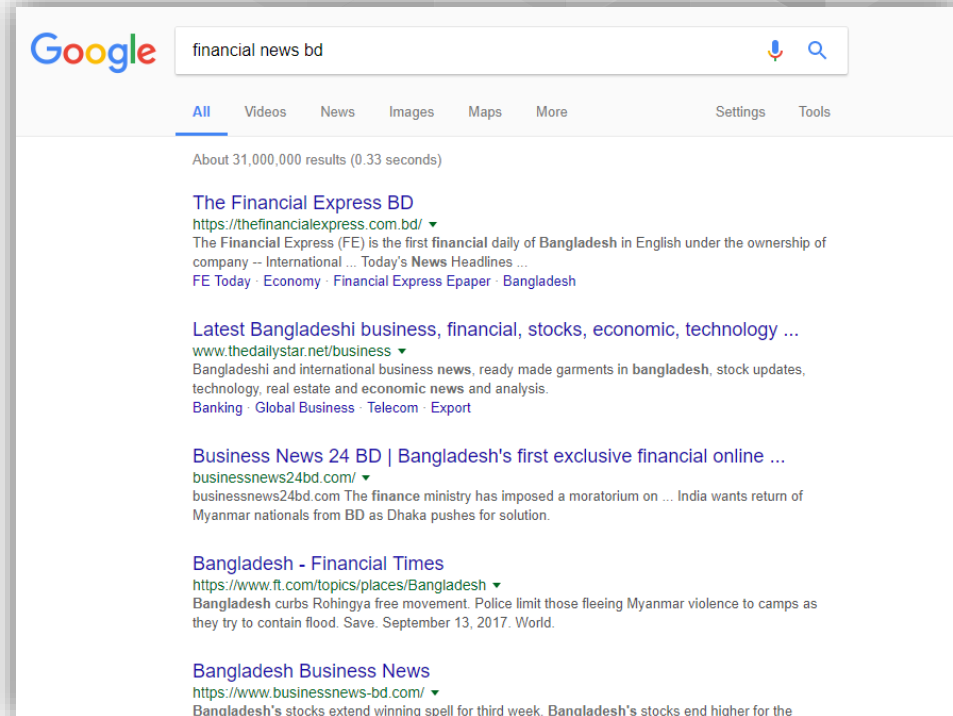
 Per users stays in the website on an
average **24+ minutes**



SEO Position

Currently Financial Express Bangladesh is appearing at the top of the Google search result, in some extent it appearing above The Daily Star newspaper. Top search keywords that appears The Financial Express website

1. financial express bd
2. financial express Bangladesh
3. the financial express bd
4. financial express
5. the financial express Bangladesh
6. bangladesh financial express
7. e financial express
8. financial times bd
9. the daily financial express
10. fe-bd
11. financial express bangladesh newspaper



User Behavior

Based on Google Analytics

New VS Returning Visitor

74.87% News Visitors
25.13% Returning Visitors.

User Engagement

43,500 Users
93,728 Sessions
468,675 Pageviews.

Devices

56.00% Desktop
41.46% Mobile
2.54% Tablet.



Channels

243.05% user from social
70.03% user from direct

Age

47.67% 25-34 Age
20.90% 35-44 Age
13.23% 45-54 Age.
18.19% Others

Gender

84.50% Male
15.50% Female



Type of ads



01. Name: Leaderboard
Dimension: 728 width x 90 height



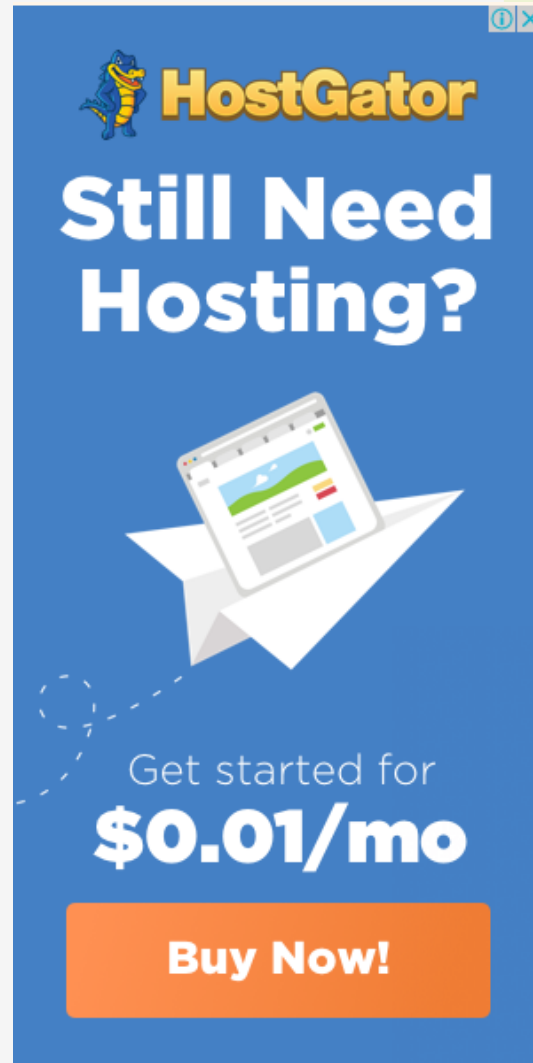
Size in Mobile display 320 width x 100 height



02. Name: Square
Dimension: 250 width x 250 height



03. Name: Half Page
Dimension: 300 width x 600 height



The advertisement banner features a blue background. At the top left is the HostGator logo, which includes a blue cartoon alligator and the text "HostGator" in a bold, orange, sans-serif font. To the right of the logo is a small white icon with a blue 'X' and a blue circle. Below the logo, the text "Still Need Hosting?" is written in a large, white, bold, sans-serif font. In the center, there is a white paper airplane graphic with a laptop screen on top, showing a website with a green landscape and a blue sky. Below the airplane, the text "Get started for" is in a smaller, white, sans-serif font, followed by "\$0.01/mo" in a large, white, bold, sans-serif font. At the bottom, there is an orange rectangular button with the text "Buy Now!" in a white, bold, sans-serif font. The banner is set against a background of colorful geometric shapes in shades of blue, green, and yellow.



- 04.** Name: Large Mobile Banner
Dimension: 320 width x 100 height





05. Name: Large Rectangle
Dimension: 336 width x 280 height

1 MIN
Know about what's happening
**BETWEEN CHINA AND
BELT & ROAD COUNTRIES**

 **Xinhua**
Silk Road Information Service

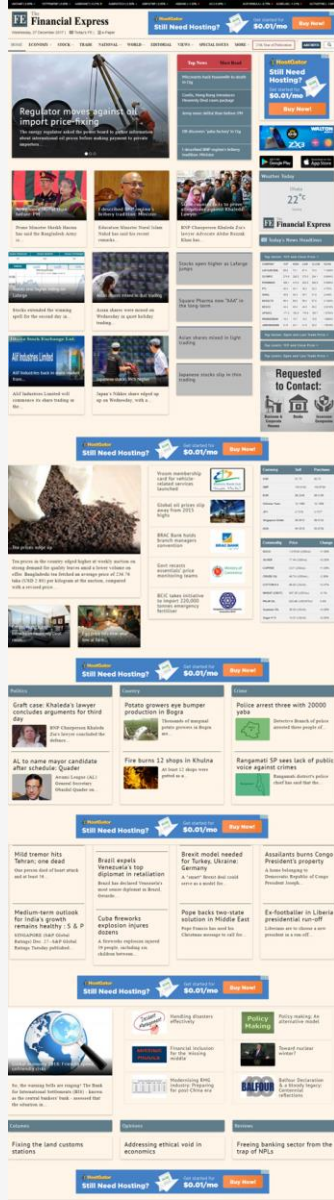
China Belt & Road

 Latest video news in Belt & Road
countries: policy, economy,
investment, cooperation etc.



Ads Placement

Online version: www.thefinancialexpress.com.bd



Home Page

Desktop View

Mobile View



Topnotch Ad

Premium Ad

General Ad

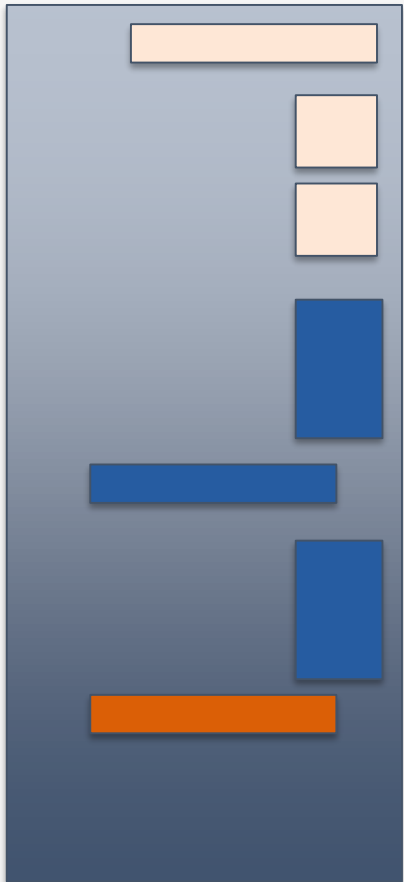




Economy Page

Desktop View

Mobile View



Topnotch Ad

Premium Ad

General Ad



13 state-owned textile mills to reopen under PPP

The government has taken an initiative to reopen 13 state-owned textile mills under public-private partnership (PPP). The mills are currently owned by Bangladesh Textile Mills Corporation (BTMC). Official sources said the Ministry of Textile and Jute has taken the move...



250x250

728x90



UR robot launches in Bangladesh, eyes expansion



Prime Bank gets new MD



BMW electric car sales hit 0.10m target

West Zone's electricity bill payment becomes convenient

Rubi has recently launched a service to pay electricity bill digitally for the West Zone Power Distribution Co. LTD (WZPDCL) in Barisal and Khulna Zone. The service has been launched aiming to make electricity bill payment very convenient for the customers of WZPDCL. A UNB report says mobile users RubiCash registered customers will get an automatic SMS regarding their monthly electricity bill payment dues. Besides this, they will also be reminded through SMS prior to the payment deadline in case they forget to pay the dues.



Bangladesh Commerce Bank shifts branch

728x90

CCC urges ministries to help realize tax arrears

Oil edges up despite 2018 ample supply outlook

Govt plans tourism fair from next year

250x250

NBR struggles to implement tax return automation project

Foreign telcos make 4G bid

Iran to speed up Azadegan development



Avtovaz exports Lada cars to Cuba again
Leading Russian automaker Avtovaz has shipped its Lada Vesta and Lada Largus Creta models to Cuba after a 15-year gap, the company's press service said on Saturday. "At the beginning of December, 34 cars were shipped to Cuba. Among them...

Service Engine wins JCT award

Dhaka Bank, Pakiza Group ink deal

"Britain eyes bespoke trade arrangement with EU"

India raises tariffs on electronics to curb surging imports

Cabinet likely to approve HShareing guidelines soon

250x250

Bitcoin touches new record high

Amazon becomes Mexico's top online retailer in 2017

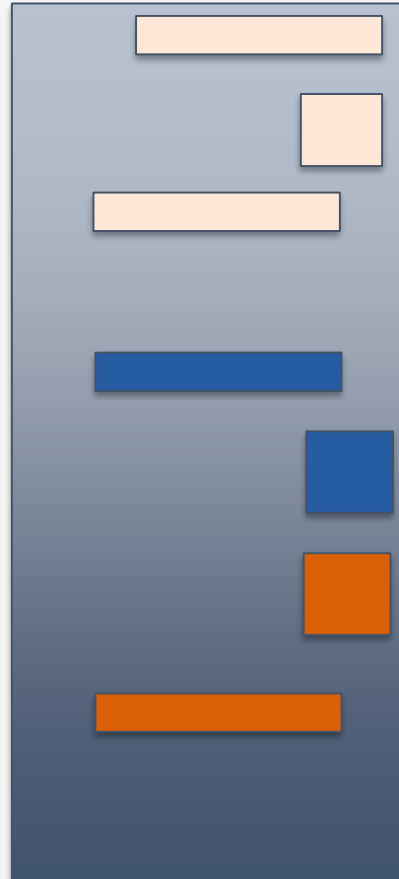
Export earnings from shipbuilding soar

Load More

728x90




Trade Page

Desktop View



Mobile View



-  Topnotch Ad
-  Premium Ad
-  General Ad





250x250

Sports complex for judges: Fitness opens at SC
 Across South India the All India Judicial Welfare or Sports Commission judges sports complex at Bangalore Court (SC). You will get assistance to do regular sports and special events to give work to the city to reach health. It is also an attempt to get professionals in the region. Sports club was built according to the concept. The club is expected to be open in the month of the month, reports SC's Commission for Justice. AICC, All India Federation of Judges Court (SC) has completed construction.

Prosecution ends argument over Khadasi's graft case

Enshad dismisses doubts regarding fair RJC polls



Only eligible person will get all tickets

Fathul accuses cabinet of influencing RJC polls
 Fathul accuses cabinet of influencing RJC polls. He says the cabinet members are not fair in the process. He says the cabinet members are not fair in the process. He says the cabinet members are not fair in the process.



Enshad dismisses doubts regarding fair RJC polls

250x250

Only eligible person will get all tickets

Enshad dismisses doubts regarding fair RJC polls

Enshad dismisses doubts regarding fair RJC polls

728x90

Police recover woman's hanging body



Three people remain missing for five days
 Three people including a college student are missing in Nilphamari.

Case details 42 in Tashkent

Some readings in plastic traps are neither getting popular in Bangladesh

Question bank leads to primary school exam preparation

250x250

BSR visits 75 big banks in Pakistan

Child arrests step up to stop bomb detonation

Carlini bombing in Nilphamari going on in full swing

728x90

Police nab BCL leader with fake



BSR dismisses two with Indian citizen
 Members of Rajal Arina Barin (BCL) arrested two people out.

Police nab 10 BCL men in 170
 Police arrested 10 leaders and members of Bangladesh Islamic League (BCL).

Attack on MP's daughter: Police arrest youth

Bangladesh police arrested a young man from the district town only 10 miles from the scene of the attack on the daughter of lawmaker Hossain Mondol. The arrest is...

Mujibites back BCL member in death

Police recover information body in road kill



Defective gunner arrested two with Khondak
 Defective gunner arrested two with Khondak. Defective gunner arrested two with Khondak. Defective gunner arrested two with Khondak.

250x250

Three to walk gallows over Rajshahi school boy murder

Police nab BCL leader with fake

Defective gunner arrested two with Khondak

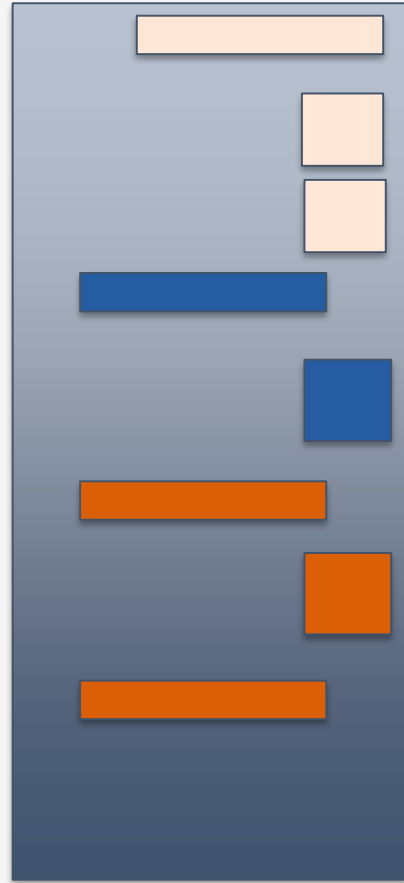
Defective gunner arrested two with Khondak

728x90

National Page

Desktop View

Mobile View



Topnotch Ad

Premium Ad

General Ad

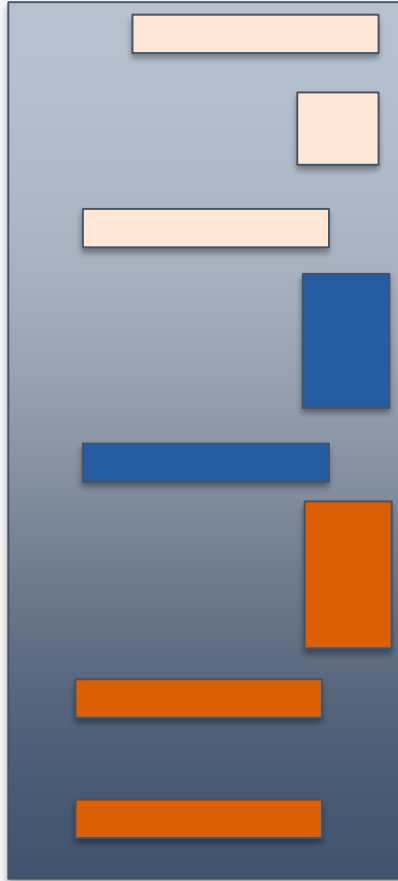




World Page

Desktop View

Mobile View

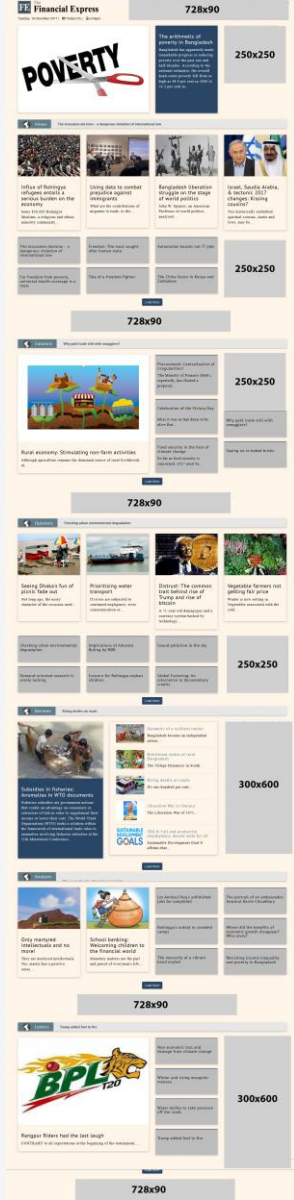


Topnotch Ad

Premium Ad

General Ad

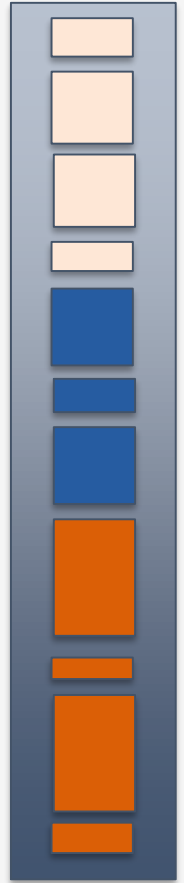
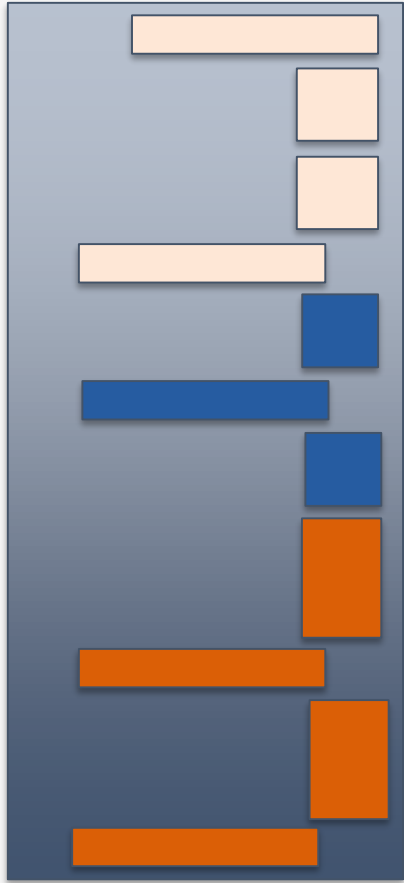




Views Page

Desktop View

Mobile View



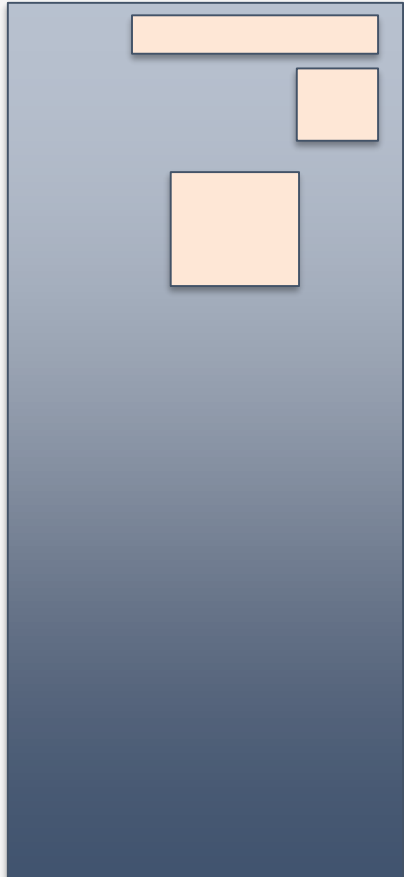
- Topnotch Ad
- Premium Ad
- General Ad



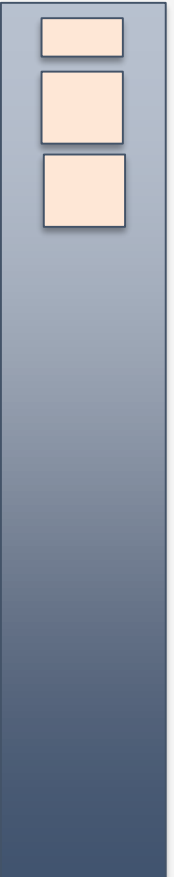


Views Page

Desktop View



Mobile View



Topnotch Ad

Premium Ad

General Ad



Ads Placement

E-paper version: epaper.thefinancialexpress.com.bd



DRIVE MORE TRAFFIC TO YOUR BUSINESS



GET \$30 IN AD CREDIT!

Waze LOCAL

Desktop View

Save On Flights And Travel Packages Today!

Low Cost Flights, Excellent Service!

Special Rates for Group Bookings!

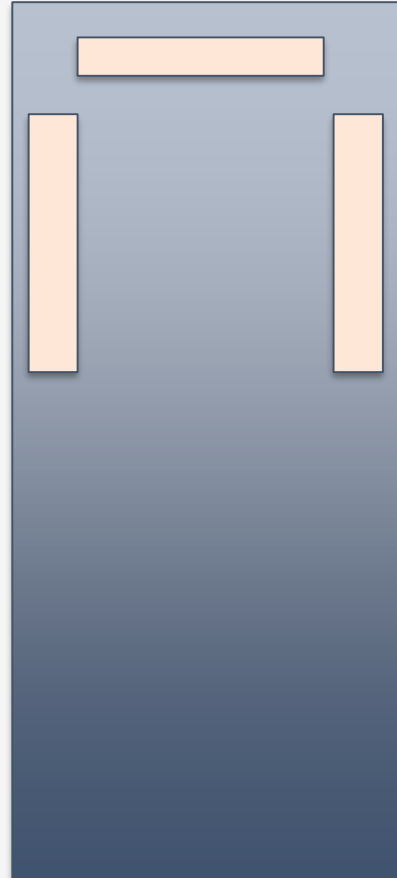
Book Now!

Save On Flights And Travel Packages Today!

Low Cost Flights, Excellent Service!

Special Rates for Group Bookings!

Book Now!



Topnotch Ad



Ad Specification

| Ad Specification | | | | | | | |
|------------------|-----------------|------------------------|------|-----------|------------|----------|------------|
| S/N | Ad Unit | Dimensions | Size | Static Ad | Rich Media | Video Ad | Responsive |
| 1 | Large Rectangle | Width 336 x Height 280 | 50K | Yes | Yes | Yes | Yes |
| 2 | Leaderboard | Width 728 x Height 90 | 50K | Yes | Yes | No | Yes |
| 3 | Half Page | Width 300 x Height 600 | 50K | Yes | Yes | Yes | Yes |
| 4 | Square | Width 250 x Height 250 | 50K | Yes | Yes | Yes | Yes |
| 5 | Large Mobile | Width 320 x Height 100 | 50K | Yes | No | No | Yes |
| 6 | Wide Skyscraper | Width 160 x Height 600 | 50K | Yes | Yes | No | No |

Ad Rate Monthly

Monthly Online Rate Card of Static Ad for FE

| S/N | Ad Unit | Ad Details | Impression | CTR | CPM(BDT) | Cost(BDT) |
|-----|-----------------|-----------------------------------|------------|-------|----------|-----------|
| 1 | Large Rectangle | Dimension: Width 336 x Height 280 | 300000 | 1.36% | 250 | 75,000 |
| 2 | Leaderboard | Dimension: Width 728 x Height 90 | 400000 | 1.08% | 250 | 100,000 |
| 3 | Half Page | Dimension: Width 300 x Height 600 | 130000 | 0.93% | 250 | 32,500 |
| 4 | Square | Dimension: Width 250 x Height 250 | 300000 | 1.11% | 250 | 75,000 |
| 5 | Large Mobile | Dimension: Width 320 x Height 100 | 150000 | 1.03% | 250 | 37,500 |
| 6 | Wide Skyscraper | Dimension: Width 160 x Height 600 | 200000 | 1.19 | 250 | 50,000 |

Monthly Online Rate Card of Rich Media/Video Ad for FE

| S/N | Ad Unit | Ad Details | Impression | CTR | CPM(BDT) | Cost(BDT) |
|-----|-----------------|-----------------------------------|------------|-------|----------|-----------|
| 1 | Large Rectangle | Dimension: Width 336 x Height 280 | 300000 | 1.36% | 300 | 90,000 |
| 2 | Leaderboard | Dimension: Width 728 x Height 90 | 400000 | 1.08% | 300 | 120,000 |
| 3 | Half Page | Dimension: Width 300 x Height 600 | 130000 | 0.93% | 300 | 39,000 |
| 4 | Square | Dimension: Width 250 x Height 250 | 300000 | 1.11% | 300 | 90,000 |
| 5 | Large Mobile | Dimension: Width 320 x Height 100 | 150000 | 1.03% | 300 | 45,000 |
| 6 | Wide Skyscraper | Dimension: Width 160 x Height 600 | 200000 | 1.19 | 250 | 60,000 |



Guideline



1. The ad banner creative has to be provided by the advertiser.
2. The size of the .JPEG/PNG banner has to be less than 100Kb.
3. The size of the Flash/HTML banner has to be less than 1Mb.
4. 100% payment has to be made in the advance
5. The ad banner supports HTML.
6. video/animated/jpeg/png format.
7. Offensive and violated image can not be used in key visual

Contact

Address: Tropicana Tower (2nd & 4th Floor), 45, Topkhana Road, Dhaka-1000

Phone No: 9553550 (Hunting)

Extension: Extension: 138, 121, 122 & 129 (Advertisement) Fax No: 880-2-9567049

Email: advertisement@thefinancialexpress.com.bd, fexpress68@gmail.com