



बात भारत की
पञ्चजन्य
www.panchjanya.com



Voice of the Nation
ORGANISER
www.organiser.org

TARIFF CARD FOR ADVERTISING

MAGAZINES



India's Oldest
Nationalistic Magazines

NEWS PORTAL



News & Analysis
with FACTS

SOCIAL MEDIA



The pulse of
the Nation

ONLINE SHOWS



A Positive
Broadcasting

OUR EVENTS



Voice of the Nation
बात भारत की

Bharat Prakashan (Delhi) Limited

The Address, Plot No. 4B, District Centre, Mayur Vihar Phase-1 Extension, Delhi-110091
Phone: 708 9696 708 • Email: advt@bpd.in



PRINT EDITIONS

AD POSITION	PANCHJANYA	ORGANISER	PJ+ORG (COMBO)	SIZE WITH BLEED	PRINT AREA
Back Cover	2,50,000	2,50,000	4,00,000	26x19.5cm	23x17.5cm
Inside Cover	2,00,000	2,00,000	3,50,000	26x19.5cm	23x17.5cm
Full Page (Inside)	1,50,000	1,50,000	2,50,000	26x19.5cm	23x17.5cm
Half Page	85,000	85,000	1,50,000	13x19.5cm	11.5x17.5cm
LHP (Inside)	1,00,000	1,00,000	1,70,000	26x39cm	23x35cm
Double Spread	2,75,000	2,75,000	5,00,000	26x37cm	23x33cm
Center Spread	3,50,000	3,50,000	6,00,000	26x39cm	23x35cm

*Impact Features will be @100% premium on above mentioned rates.

Audio-Video

Size/Type*	Dimensions/ Specification	Dimension/ Technical Specification	ORGANISER	PANCHJANYA
FCT as Pre-roll	Commercial Length 8-10 sec	Video format: Quick Time, H.264, 25-30 frames per sec	FCT Cost: Rs. 200K for 20 Videos (for one week)	FCT Cost: Rs. 200K for 20 Videos (for one week)
FCT as Mid/End-roll (content length 8-10 sec)	Commercial Length 8-10 sec	Video format: Quick Time, H.264, 25-30 frames per sec	FCT Cost: Rs. 150K for 20 Videos (for one week)	FCT Cost: Rs. 150K for 20 Videos (for one week)
Fixed Banner	L-Shaped		Rs. 10,000 per Video	Rs. 10,000 per Video
Fixed Strip	Horizontal Strip		Rs. 5,000 per Video	Rs. 5,000 per Video
Powered By/ Brought to you By- Tag	Horizontal Strip		Rs. 300K for 10 unique Video News / Content Tagging	Rs. 300K for 10 unique Video News / Content Tagging
LIVE SHOWS Sponsorships		Video format: Quick Time, H. 264,25-30 frames per sec	Rs 250K per show	Rs 250K per show

*10% discount on Combo deal of Panchjanya+Organiser on above AV properties card rate.

Advertisement Property	Size/Type in pixels	Position	HOME PAGE ENGLISH, HINDI		SPECIAL FEATURE PAGE (CULTURE, HEALTH, SPORTS, LIFESTYLE ETC)		ALL STORY PAGES		My State Pages		WORLD PAGES	
			ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA
Leader Board	728x90	Top Across (below Navigation bar)	₹75K per week	₹75K per week	₹60K per week	₹60K per week	₹40K per week	₹40K per week	₹50K per week	₹50K per week	₹60K per week	₹60K per week
Billboard	970x250	Above Navigation bar	₹150K per week	₹150K per week	₹100K per week	₹100K per week	₹60K per week	₹60K per week	₹80K per week	₹80K per week	₹100K per week	₹100K per week
Medium Rectangle	300x250	Right Mid	₹50K per week	₹50K per week	₹35K per week	₹35K per week	₹25K per week	₹25K per week	₹30K per week	₹30K per week	₹35K per week	₹35K per week
Web Launch Interstitial	1260x470	Comes first before uploading News content	₹75K per week	₹75K per week	₹60K per week	₹60K per week	₹40K per week	₹40K per week	₹50K per week	₹50K per week	₹60K per week	₹60K per week
In-Banner Board Video	300x250	In Medium rectangle Box	₹50K per week	₹50K per week	₹35K per week	₹35K per week	₹25K per week	₹25K per week	₹30K per week	₹30K per week	₹35K per week	₹35K per week
Native Ads Board	600x400	On pages beyond character description character (title)	₹20K per week	₹20K per week	₹20K per week	₹20K per week	₹15K per week	₹15K per week	₹15K per week	₹15K per week	₹20K per week	₹20K per week
Side Pillar Ads	120x900 Towers	Side Two per week	₹250K per week	₹250K per week	₹150K per week	₹150K per week	₹150K per week	₹150K per week	₹150K per week	₹150K per week	₹150K per week	₹150K per week

*(Visible in screen size above 12 inches and only on Home Page)

*All advertisements will be on rotational basis

*10% discount on Combo deal of Panchjanya+Organiser on above digital vertical rate.

Any Time-slot based Ads are available @200% premium on above mentioned rates of various specifications



About Us

Bharat Prakashan's magazines - Organiser (English) and Panchjanya (Hindi) are the Oldest & Largest selling National News & Views weeklies, being published since Independence. Former Prime Minister Shri Atal Bihari Vajpayee was the first Editor of Panchjanya and Shri K R Malkani Ji as the longest serving Editor of Organiser.

Today **BPDL**, caters to more than **7.9 million National & Global audiences** through its new age media platforms like Print, Digital, App, Audio-Video, Social Media, Events, Round tables, Conclaves and Community engagement-based content

Our brands have a unique positioning due to authenticity & rigor about Social, Cultural, Political and Economic aspects with the Nationalist perspective. We are proud to serve various age groups, gender, economic segments

Avenues to **ENGAGE AUDIENCES**

Print Media

- Regular Weekly issues
- Impact Features
- Special Editions
- Creative Innovations
- Coffee Table Books
- Focused Books

Innovation:

Belly Band, Half Jacket, Enveloping of Magazine, False Cover, QR Code Enabled Engagements

Digital Assets

- Website & App (Innovative Banner Ads, Native Ads)
- Weekly Newsletter
- Affiliate Marketing (EDMs, Notifications & Mobile Marketing)
- Social Media

Audio-Video

- Video News & Contents
- Custom Webinar
- Live Streaming
- TVC Integration in Videos
- Customized Video creation

Our Events

CONCLAVES

- Baat Bharat Ki
- Media Mahamanthan
- Environment Seminar
- Sabarmati Samvaad
- Mumbai Sanklap
- Sagar Manthan
- Events with Industry Associations

Corporate Office

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Contact

708 9696 708