

TO

Subject: Proposal and rate Info for the advertisement publication

Dear Sir,

We, the team of Swornima Media Group Pvt Ltd, would hereby submit this proposal herewith the rate information for different advertisements to be published in the emerging digital news portal – **www.nepalijanta.com** .

nepalijanta, with the mission to make the news - a brand itself, has a structure with highly experienced, talented and diverse team dedicated to best coverage of views and news including politics, sport, publicity stories, perspectives, showbiz, video content, lifestyle as well as social and family value.

As a premier news network and an emerging digital media, nepalijanta aims to expand its network every passing year with quality content, serving its' readers what they demand. nepalijanta, provides round the clock updated news service to promote amity, unity and togetherness among the people of all communities. Please find attachment briefly summarized background of nepalijanta along with the rate card and feel free to contact us for further queries and any required information.

Best Regards,

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Yagya Dhakal
Swornima Media Group Pvt. Ltd.
Anamnagar, Kathmandu
Contact no: 01-4770872/9851244676

The 'nepalijanta' Story

Currently, digital news portals have been one of the most important sources of information for the internet users globally. Living in such era of digital field, it was necessary for Swornima

Media Group Pvt. Ltd, which was established in 2073, introduced as a news portal, swath the aim of enduring in the mass of online media, upbringing unique and social news making its' web-environment user-friendly was very important. Thus, the news portal adopted its' existence as nepalijanta.

nepalijanta, with the mission to make the news - a brand itself, has a structure with highly experienced, talented , diverse team dedicated to best coverage of news, whether it be from politics, sport, publicity stories, perspectives, showbiz, video content, lifestyle as well as social and family value. As a premier news network and an emerging online media nepalijanta aims to expand its network every passing year with quality content, serving its' readers what they demand nepalijanta, provides round the clock updated news service to promote amity, unity and togetherness among the people of all communities.

Innovating in the digital age, this media organization is driven by the strongly held values and our stated purpose is to serve the news industry with the greater and quality coverages.

Vision

Being committed to the norms and values including the democratic system of governance, civil liberties, fundamental rights, human rights, press freedom and independence stated as per the constitution, this media organization aims to contribute to sustainable peace, good governance, development and prosperity through the nepalijanta of the news and articles.

Our Values

We believe that the internet is the most powerful communications medium to arise since the dawn of traditional means of communication. As digital delivery systems are becoming the primary source of information for a growing segment of the world's population, it presents complex challenges and opportunities for the journalists, commercial partners as well as the audience. We expect our staff to use their best endeavors to verify the stories being put forward for publication.

Nepal, going through a long constitutional transition, envisioned federalism as a prominent feature for the new Nepal. In the newly formed federal state, every citizen must be equally accountable for the implementation of stalling of decentralization. We fully abide this responsibility and implement it in our practice with priority. Not denying that crucial role of journalism is to help democracy function well, the team of **nepalijnata** will always work in integrity to contribute towards prosperity of the country.

How can we help you?

Our people make us – who we are! We believe in collaborating and innovating great products for our viewers/followers/readers across the world. For the targeted exposure, brand recognition, long-term profitable relationship, spend less on advertising, customer satisfaction and up-to-date

reports, placements in nepalijanta would be a wise option to any advertisers. Advertisers may choose the placement on nepalijanta's home page, category pages, post pages and even video pages updated regularly. Undoubtedly, this media organization offers advertisers and commercial partners measurable commercial benefits.

Ad Rate @ nepalijanta

Home Page					
Top Section					
	1 Day	1 Week	1 Months	1 Year	Size
Pop Up/Road Block	50,000.00	1,50,000.00	3,00,000.00	30,00,000.00	800x600px
Header Ad	20,000.00	60,000.00	1,50,000.00	12,00,000.00	700x90px
Breaking Ad	25,000.00	85,000.00	2,00,000.00	18,00,000.00	1200x110px
Mid-Section top 2					
Full Width	10,000.00	50,000.00	1,00,000.00	10,00,000.00	1200x110px
1/2 Width	8,000.00	25,000.00	50,000.00	5,00,000.00	600x110px
Mid-Section Bottom					
Full Width	10,000.00	25,000.00	50,000.00	5,00,000.00	1200x110px
1/2 Width	8,500.00	9,500.00	25,000.00	3,00,000.00	600x110px
Inside Page					
Every Content Top	16,000.00	30,000.00	1,00,000.00	10,00,000.00	900x110px
Every Content Under Title Photo	9,000.00	25,000.00	75,000.00	7,50,000.00	900x100px
Every Content Bottom	10,000.00	15,000.00	25,000.00	1,50,000.00	900x100px
Sidebar (Index and Inside)					
Sidebar Top-3	15,000.00	45,000.00	75,000.00	7,50,000.00	300px150px
Sidebar Mid-3	13,000.00	35,000.00	50,000.00	5,40,000.00	300px150px
Sidebar Bottom	4000.00	25,000.00	45,000.00	1,50,000.00	300px150px

*** Note:**

All the mentioned prices above are excluding 13% VAT charges.

Ad also included @ Mobile Version.