

Newsletter

Online Subscription – 24,000

Website

Estimated Unique Visitors per month: 12,500
 *Above data is estimated site statistics after 6 months of its launch



Top Banner
468 X 60 px
(width X height)

Panel Banner Ad
160 X 160 px

Sponsor Link
Skyscraper
120 X 600 px

Medium Rectangular Banner Ad
300 X 250 px



Panel Banner Ad
160 X 160 px

Tower Ad
120 X 600 px

E-mail and direct mail list rental

Deliver your message to our highly targeted audience

Text

- Simple text file (example emailer.txt)
- Please format file exactly the way you want it to look (example spaces and new lines)
- Include links (all links will be tracked unless otherwise instructed)
- Length and size of file does not matter; however use your judgment (readers lose interest as the length increases)

HTML

- Because this offer is going to various email clients and each one renders pages differently, we ask that you don't use any technologies such as flash, java etc. Animated images are fine.
- Please DO NOT use style sheets. Use font tags only.
- Please create files compatible for the following browsers: IE 6+ | Firefox 2+
- Include links (all links will be tracked unless otherwise instructed)
- Please keep width of tables to 765 or under
- An opt-out clause with an e-mail address is required

“The brand has gained the mindshare within key players in the Energy sector, only possible because of active industry support and patronage helping the brand to evangelize right columns covering the width of every topic within the Energy spectrum; and events that are driven from the Editor’s office.

The strong online presence – www.energybusiness.in which provides real time updates in the space.

To increase your brand visibility, The Energy Business can

help reach maximum targeted / focused audience through an effective combination of its newsletters (that goes out at weekly space.

Our online newsletters reach 24,000 individual subscribers on weekday (Monday- Friday). We follow the ‘no-spam’ policy our communication on the newsletter has maximum high impact visibility.”

Banner specs

Advertising Option	Dimension In Pixel	Price Per Month in INR (Rs)	Price Per Month in USD (\$)
Top Banner Ad	468 X 60	35,000	777.78
Medium Rectangular Banner Ad	300 X 250	55,000	1222.22
Panel Banner Ad	160 X 160	25,000	555.56
Skyscraper	120 X 600	45,000	1000

Rich media

Ad Type	Original Dimensions	Expanded
Standard Banner	468 X 60	468 X 120
Button Ad	160 X 160	400 X 400
Page Peel*	800 X 600	
Dog-Ear*	75 X 75	
Video	Max 10 sec./ 300 pixels x 250 pixels	

A visible close button is required on every rich media ad panel

No ads will be accepted with faux functionality; ads must perform actions advertised in creative

All rich media creative must include alternate images to run across multiple non-Java enabled browsers

All SWF files must be accompanied by backup GIFs and clickthrough URLs

Sponsored text ads

Entire text can be no more than 200 characters (three lines) including a link of no more than 60 characters

Newsletter

Advertising Position	Ad Size in Pixels	Rates Per Month In Rs (INR)	Rates Per Month In \$ (USD)
First- Panel Banner Ad	120 X 120	62,990	1399.77
Second- Panel Banner Ad	120 X 120	52,990	1177.55
Sky Scraper Ad	120 x 600	74,990	1666.44

No rich media allowed in newsletters only .gif or .jpg images

Online traffic report

Month	View	Unique Visit
July' 10	36566	12464
August' 10	36692	12554
September' 10	35830	11801
October' 10	36565	11911
November' 10	36149	11990
December' 10	35722	12458
Average	36254	12196

Source: Google Analytics

Sales contact

MUMBAI

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