

# আজকের পত্রিকা

## DIGITAL MEDIA KIT

Update: January 2025

## About Ajker Patrika

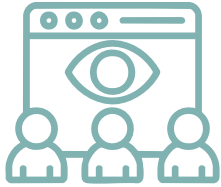
Ajker Patrika, a leading national daily newspaper has established a place of trust among readers as a dynamic and ambitious media platform with a strong presence in both print and digital formats. its journey on June 27, 2021, with the vision of becoming the country's most trusted news media brand. Guided by the motto "Always by the side of the people," we are committed to delivering objective, credible, and diverse content. Our extensive network of journalists, spanning all districts and most upazilas, ensures that we provide comprehensive and insightful coverage of Bangladesh's latest developments.

Under the leadership of Professor Dr. Md. Golam Rahman, an esteemed media researcher and former Chief Information Commissioner, Chairman of Bangladesh Sangbad Sangstha (BSS) and Chairman of the Department of Mass Communication and Journalism at the University of Dhaka. Ajker Patrika is run by a group of young and enthusiastic journalists who have worked with experienced media professionals with decades of expertise.

We focus on uncovering the deeper narratives behind the news—stimulating thought, sparking discussion, and enriching the daily lives of our readers. Ajker Patrika's online portal ([ajkerpatrika.com](http://ajkerpatrika.com)) and e-paper site ([eajkerpatrika.com](http://eajkerpatrika.com)) are nurturing a growing readership base.



## Web Data



**600k**

Monthly Unique User



**8 Million**

Monthly page view



**800k**

Monthly Active User



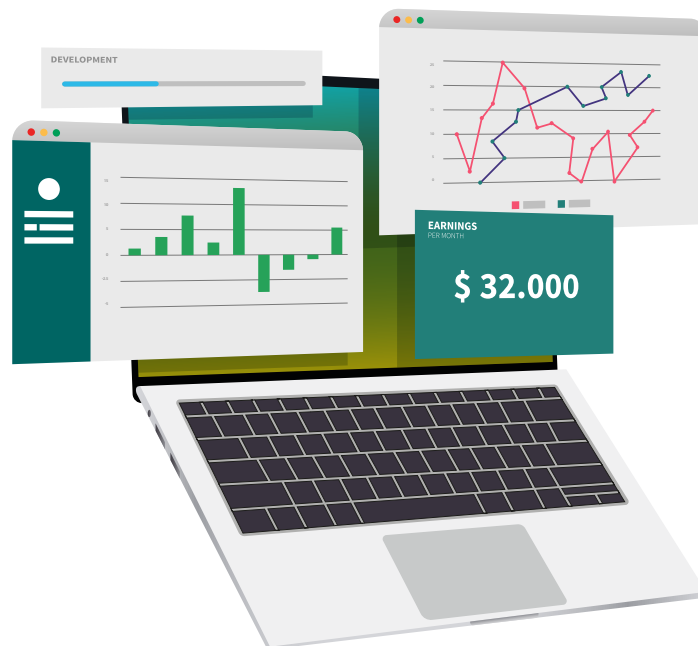
**6.5 Million**

AD impression

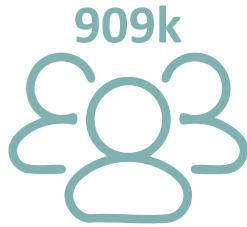


**1.3 Million**

Average Daily Post Engagement



## Social Media



909k

Facebook Follower



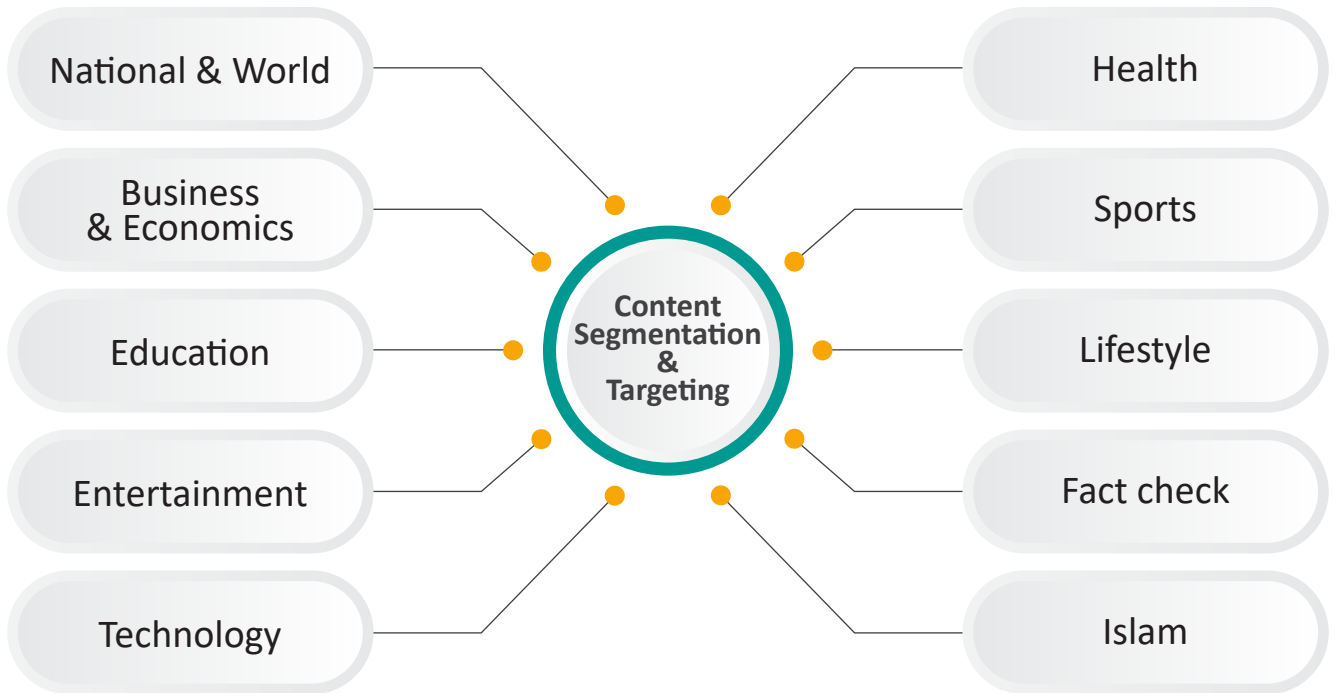
158k

YouTube subscribers

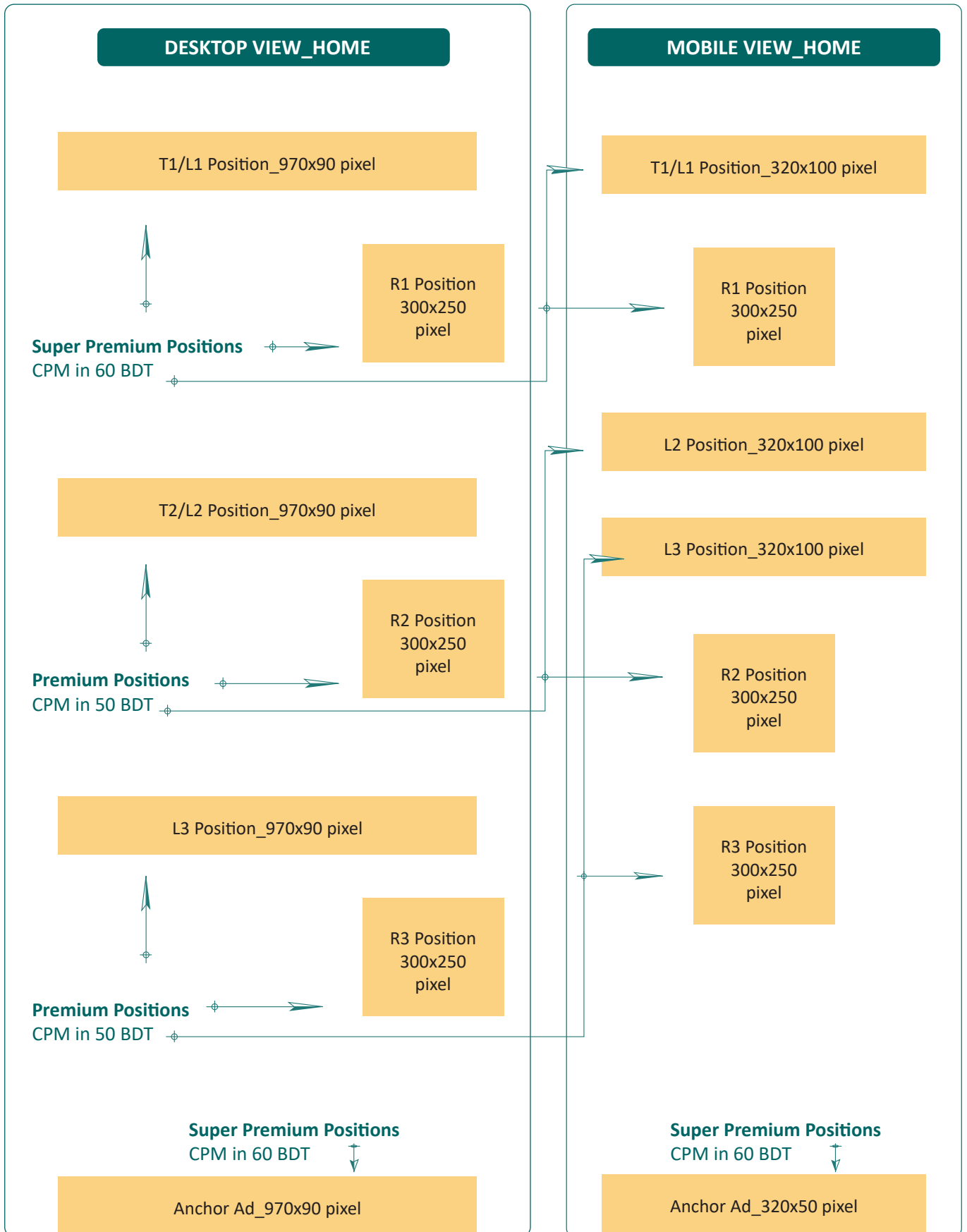
## Social Media link

Facebook: <https://www.facebook.com/ajpbd>YouTube: <https://www.youtube.com/c/ajkerpatrikabd>Instagram: <https://www.instagram.com/ajkerpatrikabd?igsh=MW5zcXR1OWNwZWJxOA==>LinkedIn: <https://www.linkedin.com/company/ajpbd/>

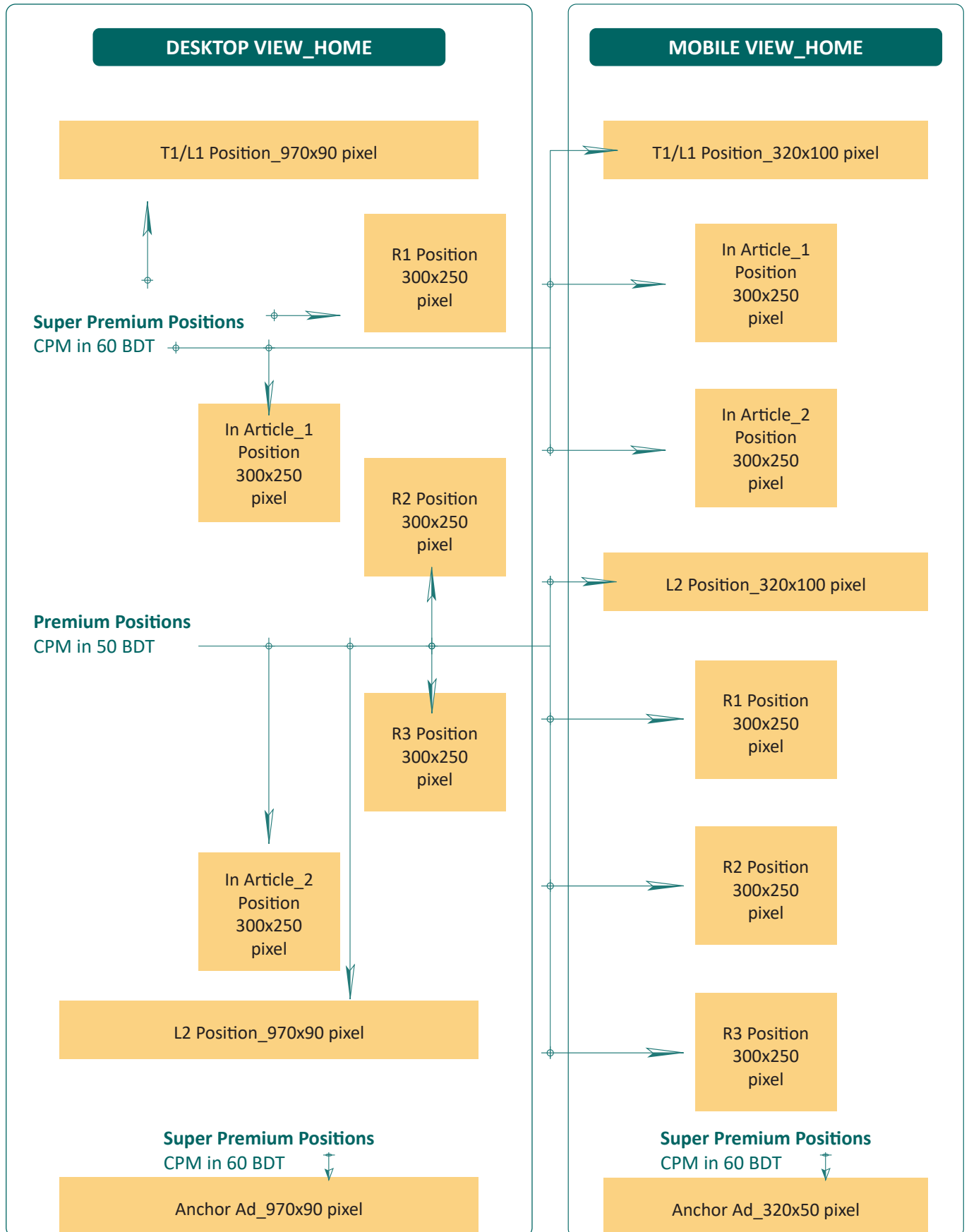
## Content Segmentation & Targeting



## Regular Ad Placement (Home)



## Regular Ad Placement (Article)



## Interstitial Advertisement



## Welcome Banner/ Pop UP

- Home page BDT 5,000/ Hour
- Article page BDT 6,000/Hour
- Creative's dimensions: 660x440 & 320x480 pixel



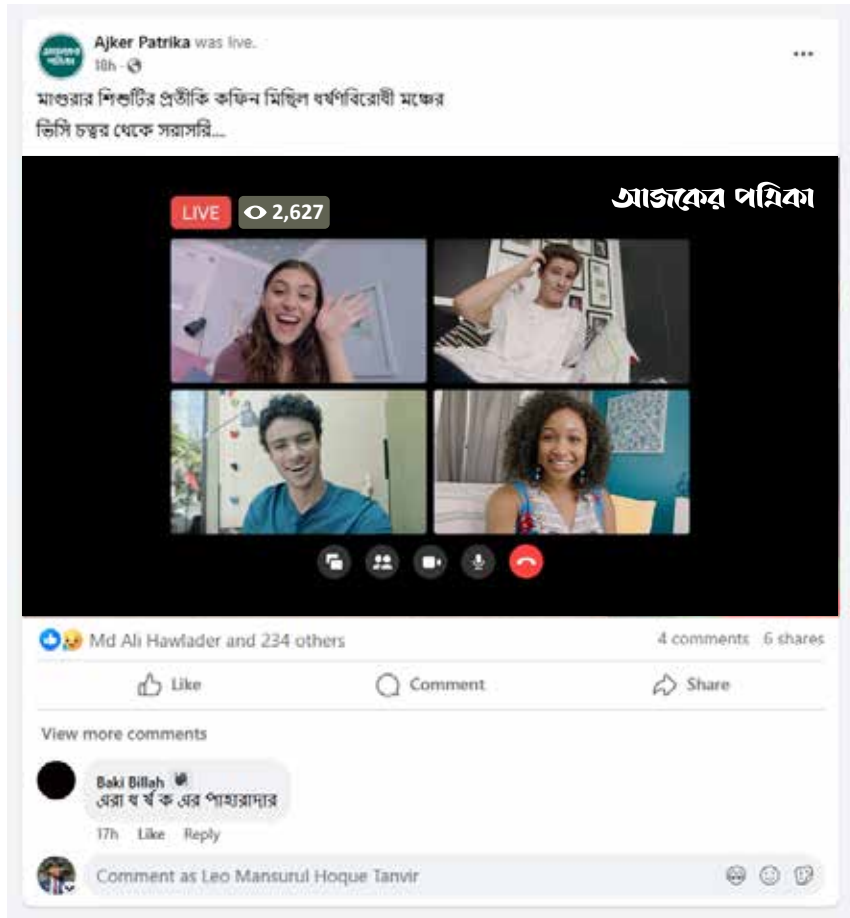
## Rich Media Advertisement



## Parallax Scrolling Ads

- Mobile Device only
- CPM cost: BDT 150
- Per Article BDT 3000/ Per Day
- Creative's format: JPEG/PNG
- Creative's dimensions: 300x600 pixel

## Facebook Platform



## Facebook Live program Sponsorship

- FB Live on selected topic & placement on Facebook & YouTube channel.
- Pre-post & other possible branding scopes.
- Duration 30- 50 Minutes

Rate: BDT 30,000

## Facebook Platform



### Facebook GPI Banner / Thumbnails

Facebook GPI branding with brand logo & slogan with Ajker Patrika Facebook post.

- It can be category-based news post for targeting.
- Minimum 20 posts

Rate: BDT 1500

### Facebook Photo card

Facebook Photocard branding with brand logo & slogan with Ajker Patrika Facebook photo card.

- It can be category-based news post for targeting.
- Minimum 20 post

Rate: BDT 1500



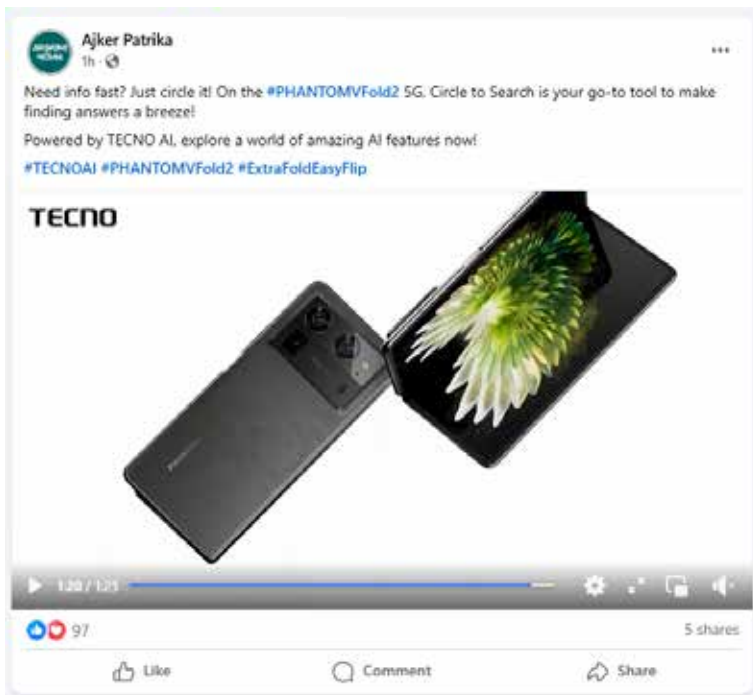
## Web Story / Facebook story

- Per story duration 5-10 seconds.
- Per story Average reach 30k
- Minimum sponsorship 20 stories.

Rate: BDT 1500/Story



## Online Product Launching



## Video Ad Sharing

- sharing Video from Ajker Patrika Facebook & YouTube

Rate: BDT 20,000

## Live Event & Program Coverage

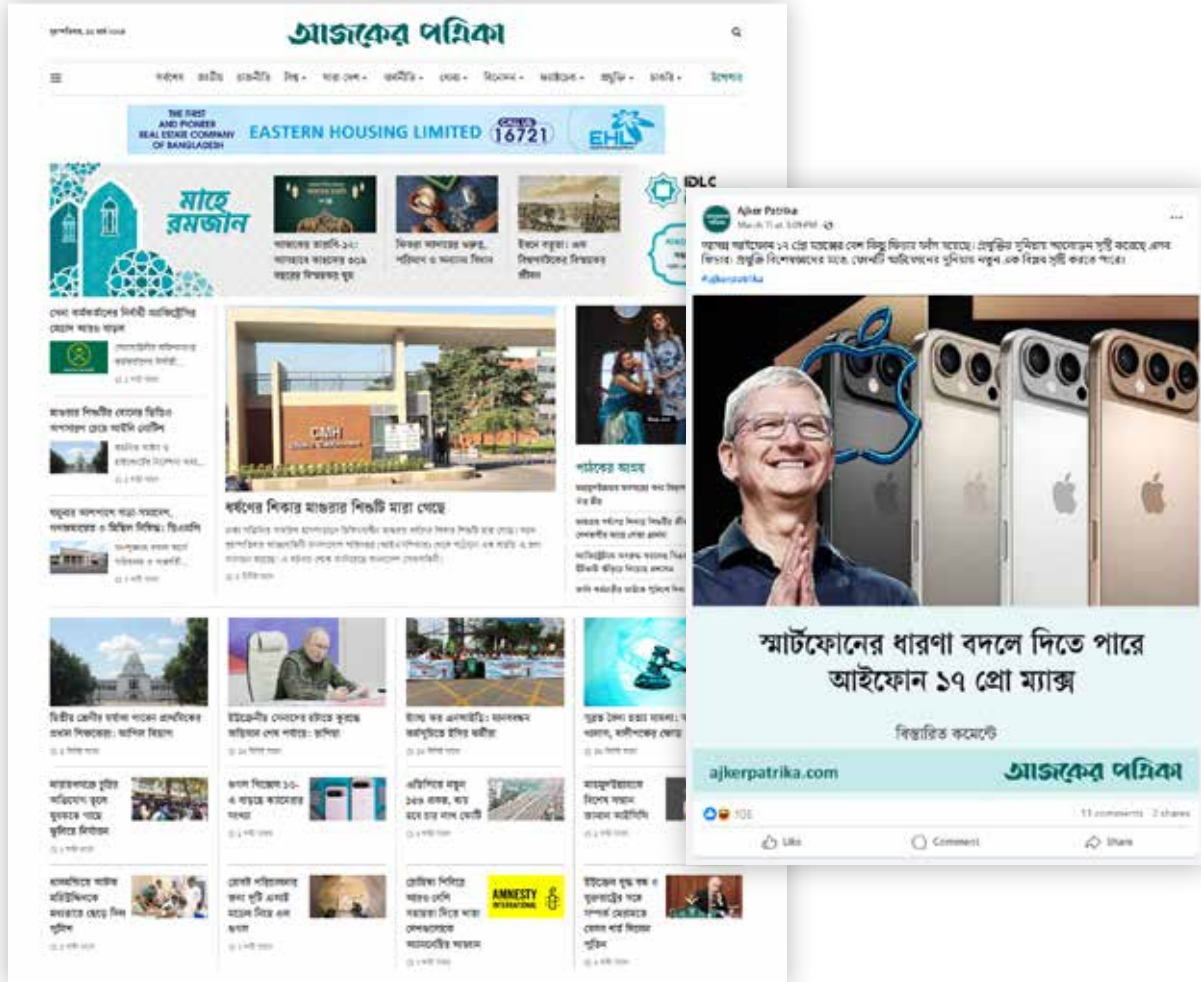


### Roundtable / Live Event / Program Coverage

- Ajker Patrika will coverage any event or program or round table as live from our Facebook Page.
- Pre-announcement will be placed on Ajker Patrika print along with online presence of brand visibility.
- Content will be shared on Ajker aptrika web & YouTube also.
- Sponsor cost: Negotiable



## Advertorial Campaign



## Advertorial / Content sponsorship

- publish on Ajkerpatrika.com
- content will share on Facebook
- Rate BDT 30,000

## AD Guideline

**ajkerpatrika.com does not allow any ads with the following content:**



- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity creative)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text

## Contact us

### Mohammad Sirajul Islam

Head of Digital Sales & Marketing

Cell: +880-1781257644

Email: [head.digitalsales@ajkerpatrika.com](mailto:head.digitalsales@ajkerpatrika.com)



### Md. Raduanul Islam Riyad

Senior Executive- Digital Sales & Marketing

Cell: +880-1689994328

Email: [raduanul.islam@ajkerpatrika.com](mailto:raduanul.islam@ajkerpatrika.com)

### Syed Mushfiqur Rahman

Senior Executive- Digital Sales & Marketing

Cell: +880-1675785961

Email: [mushfiqur.rahman@ajkerpatrika.com](mailto:mushfiqur.rahman@ajkerpatrika.com)



### Ajker Patrika Digital

House-08, Road-02,  
Block-C, Banasree,  
Dhaka-1219