



TBN

THE BIHAR NEWS

ख़ाबर बनते बिहार की

ADVERTISEMENT BROCHURE



THE BIHAR NEWS
सुखद बनते बिहार की

+91 99556 56599

info@thebiharnews.in

The Bihar News,
C/o-Madhuri Singh, Dasgharva,
Telegraph Colony, South Mandiri
Patna - 800001, Bihar

ADVERTISEMENT RATE CHART

About The Bihar News

While the image of a small yet fast developing state, Bihar, is portrayed in the most negative manner possible, we show you its positive side. We bring the stories about the state which refrain from politics, poverty, goons and guns. Facts and tales that we have grown up listening to but which have remained oblivious to the rest of the world is what we strive to publish. We won't be sharing just positive stories about our state but also well-crafted negatives in such a way that people in Bihar can take a note and help to improve the condition of the state.

With a loyal reader base, thebiharnews.in has become one of the fastest and widest growing online network from Bihar and thus any brand can cost effectively promote their offerings among all the segments of group through **The Bihar News**.

Our Mission

To revive the lost glory of Bihar by sharing articles on people, places, culture, identity and much more.

Our Vision

To become the leading player in promoting and uplifting the image of Bihar via online mediums.

Statistics / Achievemnets

- ✓ Thebiharnews.in is the fastest growing online community of Bihar.
- ✓ Receives more than 2 lakhs hits in a month, and more than 5000 unique visits every day and these numbers are increasing with every passing day.
- ✓ Over 24000+ followers across all the online platforms and still counting.





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Why advertise with The Bihar News

Our Overall Social Media Summary

Social Media	Pages/Group	Followers	Reach (Weekly)
Facebook	TheBiharNews.in	13500+	300000+
Facebook	The Bihar News (Group)	4000+	70000+
Twitter	TheBiharNews_in	6000+	50000+
Instagram	TheBiharNews	1200+	15000+
			Total Reach: 4.35 Lakh+

By becoming partners with us for basic monthly fees, you become an official goodness partner of The Bihar News.

The benefits of this are:

- An easy medium to reach your target audience across Bihar and Biharis located in different parts of the world as most of the followers of thebiharnews.in belong to Bihar.
- We will contact you to sponsor events that we would be asked to cover and integrate your brand as a part of the article/post plus ensure that the event has your brand name at various locations across the venue.
- You can run offers/share periodic information on our page regarding your brand and make people aware of its existence across the globe and generate leads.
- With the help of our content team we will write various articles which you will be a part of. With you as a goodness partner, our article will brand you amongst the top players in your category in Bihar.
- All the posts related to your brand will be posted on our website and across all our social media pages which will get the brand visibility and a global reach.



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Comparison with Print Media

Online advertising (The Bihar News specific)	Print media advertising
Effective reach among target customers	No control over target audience
Rich media ads(images, animated graphics, flash)	Images & text only
Ad remains online 24x7 and cannot be skipped	High chances of ads getting skipped
Popular among everyone	Not so popular
Real time Lead generation	Low possibility of lead generation
Cost effective	Exorbitant rates

Space available for Ads

(Header) Your Ads

(Banner) Your Ads

(Sidebar) Your Ads

(Banner) Your Ads

(Sidebar) Your Ads

(Header) Your Ads

(Sidebar) Your Ads

(Article) Your Ads



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Our Partners

GIID
STUDIO

 **OZONE**
INFOMEDIA
SERVICES & SOLUTIONS



 **art**
Desk Studio

 **Iconix**

Rate Chart (in Rupees)

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Ad Space	1 month	2 Months	3 Months
(A) On Portal (Depends on space available)	10000	18000	25000
(B) Within Articles (2 article/day)	8000	15000	20000
(C) In Videos (Min 2 videos/month)	12000	20000	25000
(A)+(B)+(C) Combo Package	25000	45000	60000



www.thebiharnews.in



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Terms & Conditions of Payment

- For advertisement period of more than one month, at least 50% of total amount must be paid at the time of order as initial payment. Rest 50% should be paid after the completion of one month of advertisement period.
- For advertisement period of 1 month, full amount must be paid at the time of order.
- All cheques must be A/C Payee in the name of "Ozone Infomedia Services and Solutions".
- Confirmation of advertisement contract is subject to availability at the time of order.
- You can provide up to 2-3 different creative banners for any Ad space.
- We can provide creative in static or animated form, charges applicable as per requirement.
- Authenticity of advertisement content is the sole responsibility of the advertiser. We don't take any responsibility for the dispute that may arise.
- Payment is non-refundable.

Contact Details

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