

OTT, ATT & MUSIC								
Partner	Placement	Ad-Unit	Dur./Size	No. of Days	Buying Structure	Rate	Impression/ Month	Budget/ Month
Music								
Gaana	Audio+Companion Banner-Non Skip/Skip	Audio	20 Sec	30	CPM	250	4,00,000	1,00,000
Spotify	Audio+Banner	Audio	20 Sec	30	CPM	175	5,71,429	1,00,000
Jio Savaan	Audio+Companion Banner (70:30)	Audio	20 Sec	30	CPM	225	4,44,444	1,00,000
OTT								
MX Player	Instream & Rewarded Video	Video	20 Sec	30	CPM	238	4,21,053	1,00,000
Zee5	Pre Roll/ Mid Roll on Top Shows, Movies, GEC, News and ROS	Video	20 Sec	30	CPM	225	4,44,444	1,00,000
SonyLIV	Pre-rolls + Mid rolls	Video ROS	20 Sec	30	CPM	188	5,33,333	1,00,000
Voot	Pre Roll/ Mid Roll	Video	20 sec	30	CPM	225	4,44,444	1,00,000
Hotstar	Pre Roll/ Mid Roll	Video	20 sec	30	CPM	281	3,55,556	1,00,000
Hotstar	Banner		20 sec	30	CPM	7/Clic	-	-
ATT/NEWS								
News18.com Regional Language + Firstpost.com	Web & wap	VOD	20 sec	30	CPM	188	5,33,333	1,00,000
Aaj Tak	Pre Rolls	Video ROS	20 Sec	30	CPM	263	3,80,952	1,00,000
Zee News + DNA	WEB & WAP	Live Video & Video Banner	20 sec	30	CPM	225	4,44,444	1,00,000
NDTV	NDTV Web, WAP and APP	Live TV and VOD	20 sec	30	CPM	213	4,70,588	1,00,000
ABP News	Web & App	Display, Pre-Roll, Interstitial	20 sec	30	CPM	225	11,27,451	1,00,000
Amar Ujala	Web	Banner	20 sec	30	CPM	125	8,00,000	1,00,000
	Web	Video	20 sec	30	CPM	125	8,00,000	1,00,000
	Web	1 Article	NA	30	NA	NA	50,000	5,00,000
	Branding on 12th Board Result Page	Fixed Gutter Banner on all 12th board result page + Top Banner ad on UP+ Uttarakhand+ HP12th board result PDF (Mark sheet) + One Lakh auto SMS on 12th board student data	NA	30	NA	NA	NA	7,00,000
ETV Enadu	Desktop & Mobile	Display	NA	30	CPM	275	3,63,636	1,00,000
News 24 + E24	Web	Banner	NA	30	CPM	200	5,00,000	1,00,000
World Punjabi	50 L Band/Day	L Band	10 sec	30	NA	NA	NA	2,00,000
Fintech App								
PayTM	App	Banner Ad	NA	30	CPM	350	285714	1,00,000
Short Video App								
MX Takatak	App	Video	20 sec	30	CPM	113	888889	1,00,000
Share Chat	App	PGC Video (Partner Generated Content)	15-30 Sec	30	CPV	1	200000	1,00,000
		Native & Interstitial Banner	NA	30	CPM	175	571429	1,00,000