

MEDIANAMA

Media Kit

A comprehensive set of opportunities for furthering your brand via
India's most respected & influential
Internet Business, Digital Content & Mobile VAS publication

WEBSITE BANNERS | NEWSLETTER ADS | EVENT SPONSORSHIP | CUSTOM REPORTS

www.medianama.com

MixedBag Media

What is **MEDIANAMA**?

MediaNama (www.medianama.com) is the premier source of information and analysis on the Telecom and Digital Media business in India. We provide comprehensive business news coverage of: Internet, Mobile, Media, Gaming and Entertainment domains, targeting **decision makers** in the digital industry.

Given the vast amount of information available on the Internet, readers seek relevant information, as well as an **authoritative perspective and analysis** of developments. We sift through the clutter, and cut down the hype.

Our focus on analysis of business developments, and the experienced, historical perspective that we bring to it, has differentiated us from other publications in this space.

We are an **impartial** observer of the Digital business in India, and our **editorial integrity** has earned us the **trust** of business leaders in the telecom and digital industry.

We also run:

- * JobNama (www.jobnama.com), a digital industry job portal.
- * MediaNama Charts (www.medianamacharts.com), India's first Data Journalism initiative.
- * AppNama (www.appnama.com), our digital applications review site

Why **MEDIANAMA**?

Our Visitors

300,000+ Pageviews per month

95,000+ unique visitors per month

Visits mainly from Delhi-NCR, Mumbai & Bangalore

8% of our readers are from the US

Our Subscribers

30000 + Twitter Followers

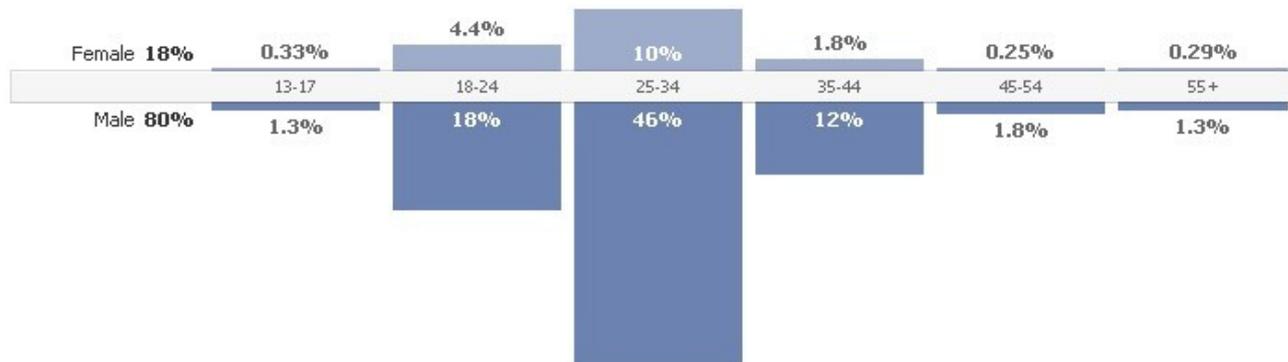
6200 + RSS subscribers

2800 + Newsletter subscribers

720 + SMS Subscribers

2500 + Facebook Fans

Demographics



Countries?

2,138	India
77	United States
33	United Kingdom
19	Singapore
16	Pakistan
15	Bangladesh
14	United Arab Emirates
	More

Cities?

964	Mumbai
342	Delhi
286	Bangalore
245	New Delhi
72	Chennai
56	Hyderabad
35	Gurgaon
	More

Source: MediaNama's Facebook Fan Page

Why **MEDIANAMA** ?

Our Audience is **your target audience**

Influencers and Decision Makers

- ✓ CXOs from Internet and Mobile VAS companies, Digital heads of Media companies, including TV & Print
- ✓ Venture Capitalists and Private Equity Investors
- ✓ Developers and Mobile & Internet Startups
- ✓ Journalists, Bloggers, Industry Analysts and Consultants

Our Previous Advertisers



Website Advertising Options

Ad Unit	Size
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Ad #2 LeaderTop (Premium, First Scroll)	300x100
Ad #3 LeaderSide (Premium, First Scroll)	300x250
Ad #4 Line Of Sight (Premium, Content Column)	300x250
Ad #5 WideBox (Content Page, Above Comments)	500x150
Ad #6 LeaderSide2 (Second Scroll)	300x250
Ad #7 SideBox (Three Available)	300x100
Ad #8 Text Ad (Web Site, RSS Feed, Newsletter)	125x125 450 words

For the updated rates, please contact
sales@medianama.com

MEDIANAMA
NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

Ad #1: 728x90 LeaderBoard

Ad #2: 300x100 LeaderTop

Ad #3: 300x250 LeaderSide

Ad #4: 300x250 LineOfSight

Ad #5: 500x150 WideBox

Ad #6: 300x250 LeaderSide2

Ad #7: 300x100 SideBox

Ad #7: 300x100 SideBox

Ad #7: 300x100 SideBox

Ad #8: Text Ad

Advertisement: Your TextAd Headline Goes Here

Share [Social Icons]

Your Logo

Digital & Mobile Industry Jobs

- Full-time Manager - Search Engine Marketing at Resolute Media Pvt Ltd
- Full-time Manager - Search Engine Optimization at Resolute Media Pvt Ltd
- Full-time Manager - Search Engine Marketing at Resolute
- Full-time PHP developers needed at Chack.com
- Full-time Voice XML programmer at INTERWORLD-DIGITAL LTD.

News Digest: Idea, VIOM, Vodafone, Aegis Media, IAN-Vayavya, TimesOfMoney

Jul 28th, 2011 | View Comments | Share [Social Icons]

-Vodafone is in talks with two private equity players for offloading some of its stake in Vodafone India, given that the company will cross India's foreign investment limit by around 1% after exercising options to transfer 33% of Essar's stake in the venture. More at the Economic Times.

-Vom Networks Ltd, the joint venture between Tata Teleservices Ltd and the Kharsons of Sai Group, is willing to acquire OTL Infrastructure Ltd, after the company debt is restructured. OTL debt levels Rs 12,100-13,000 crore. More at DNA news...

Banyan Tree Infomedia Launches ExtraPrepare, A Review

Jul 28th, 2011 | View Comments | Share [Social Icons]

Banyan Tree Infomedia, a web and software development firm has

Ad #1: Leaderboard

The Leaderboard banner (728x90) is displayed on every page viewed, and is positioned right next to the MediaNama Logo. It is the first advertisement visible when the site loads, and among the largest and most prominent ad units.

It is the first advertisement displayed in the newsletter, above the masthead, and is sent out 5 days a week

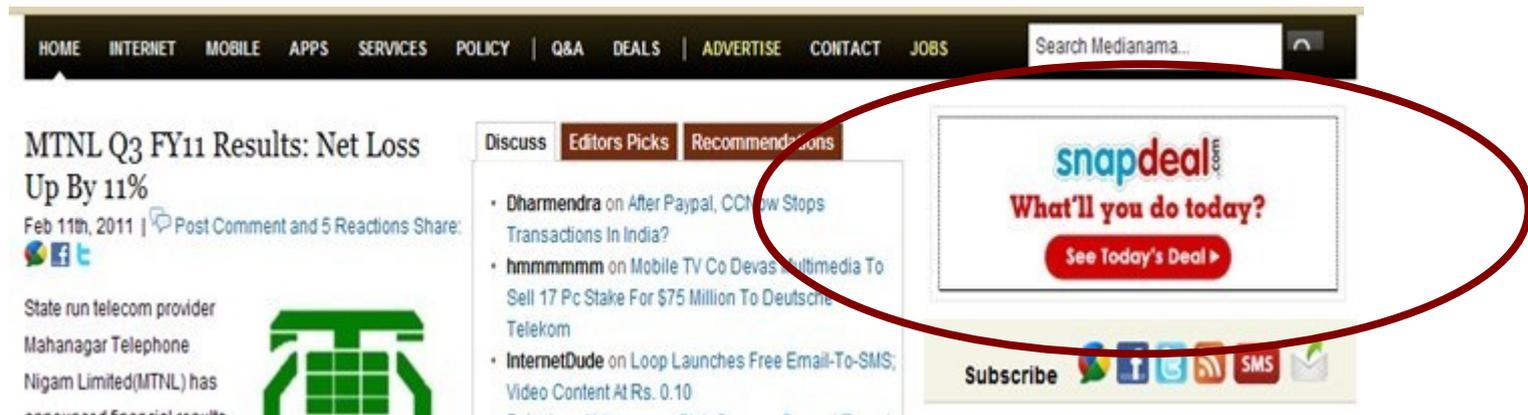


The screenshot shows the MediaNama website interface. At the top left is the MediaNama logo with the tagline "NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA". To its right is a large banner advertisement for DaVinciSocial, which is circled in red. The banner features the DaVinciSocial logo and lists features: "Enabling users to manage their digital lives", "Network Address Book & Enhanced Phone Book", and "User Generated Content & Live Streaming". Below the banner is a navigation menu with links for HOME, INTERNET, MOBILE, MEDIA, APPS, SERVICES, POLICY, DEALS, ADVERTISE, CONTACT, ABOUT, and JOBS. A search bar is located to the right of the menu. The main content area includes a news article titled "Airtel Launches 'Live Aarti' On Mobile" dated Apr 22nd, 2010, with social sharing options. To the right of the article is a "Discuss" section with tabs for "Editors Picks" and "Top Stories", listing several articles with their authors and topics. Further right is a "Subscribe" section with social media icons and a "Newsletter" sign-up form with a "Sign Up" button.

Ad #2: LeaderTop

The LeaderTop Banner (300x100) is displayed on top of the sidebar on every page. It is positioned just below the search box, in the first scroll, and is a prominent advertising unit.

A corresponding unit for the MediaNama newsletter is also available, if required.

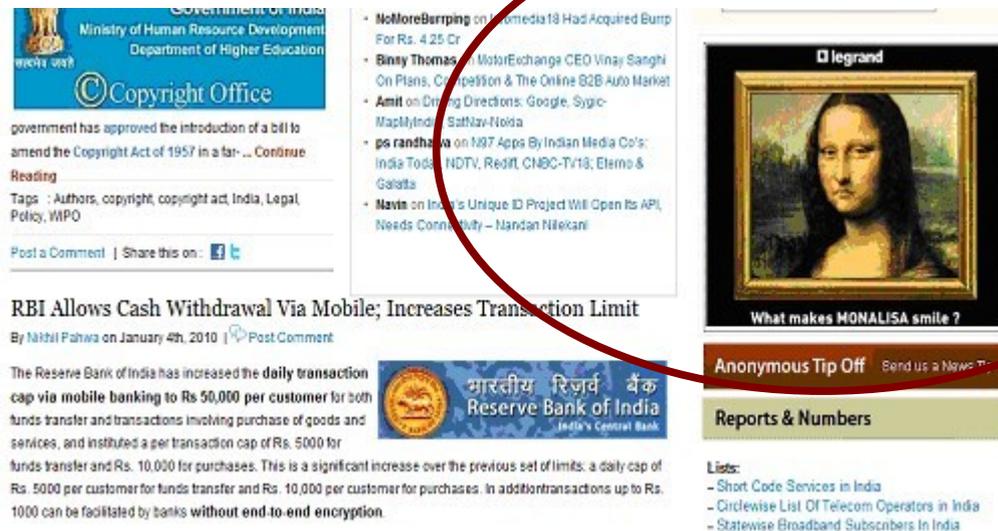


Ad #3: Leaderside

The Leaderside Banner (300x250) is displayed in the sidebar on every page. It is present in the first scroll, below the LeaderTop ad unit.

It is among the largest and most prominent ad units on the website: the 300x250 ad unit size is optimal for visually appealing ads.

A corresponding unit is also available for the MediaNama newsletter.



The screenshot shows a sidebar with several elements. At the top is a blue banner for the 'Copyright Office' of the Government of India, Ministry of Human Resource Development, Department of Higher Education. Below it is a news article titled 'RBI Allows Cash Withdrawal Via Mobile; Increases Transaction Limit' by Nishil Pahwa on January 4th, 2010. To the right of the article is a 'Leaderside' banner (300x250) featuring a red oval around a central image of the Mona Lisa. The banner includes the text 'legrand', 'What makes MONALISA smile?', 'Anonymous Tip Off', and 'Send us a News Tip'. Below the banner are sections for 'Reports & Numbers' and 'Lists'.

- **NofloraBurrping** on **Media18 Had Acquired Burtp** For Rs. 4.25 Cr.
- **Binsy Thomas** on **MotorExchange CEO Vinay Sanghi** On Plans, Competition & The Online B2B Auto Market
- **Amit** on **Crising Directors: Google, Sygic-MapMyIndia, SatNav-Nokia**
- **ps ranthava** on **187 Apps By Indian Media Co's: India Today, NDTV, Rediff, CNBC-TV18, Etno & Galatta**
- **Navin** on **India's Unique ID Project Will Open Its API, Needs Connectivity - Nandan Nilekani**

Anonymous Tip Off Send us a News Tip

Reports & Numbers

Lists:

- Short Code Services in India
- Circlewise List Of Telecom Operators in India
- Statewise Broadband Subscribers In India

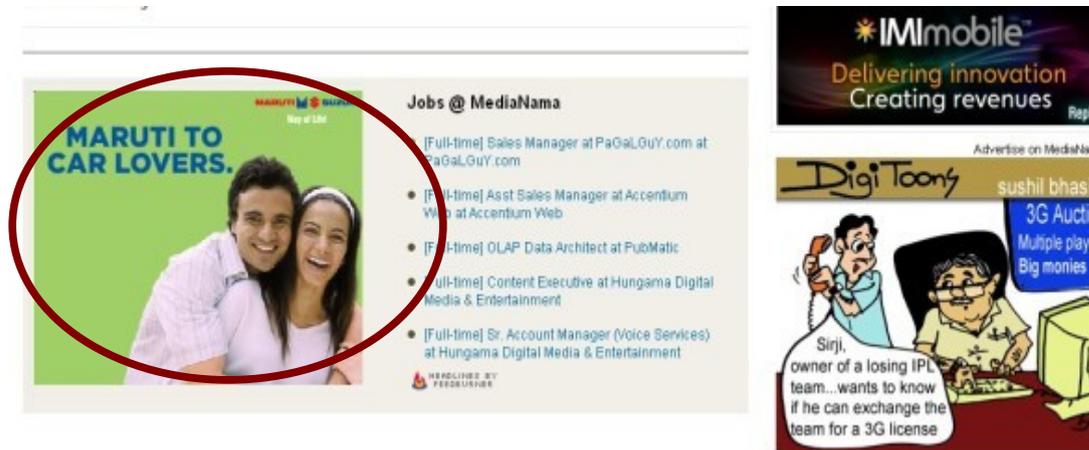
Ad #4: LineOfSight

The LineOfSight Banner (300x250), as the name suggests, is in the content column, and is displayed at on:

Homepage: Below the first two stories, along the content column, as users scroll down.

Post Page: Below the comments, where the most involve users notice it.

It is the third advertisement displayed in the newsletter, and is sent out 5 days a week.

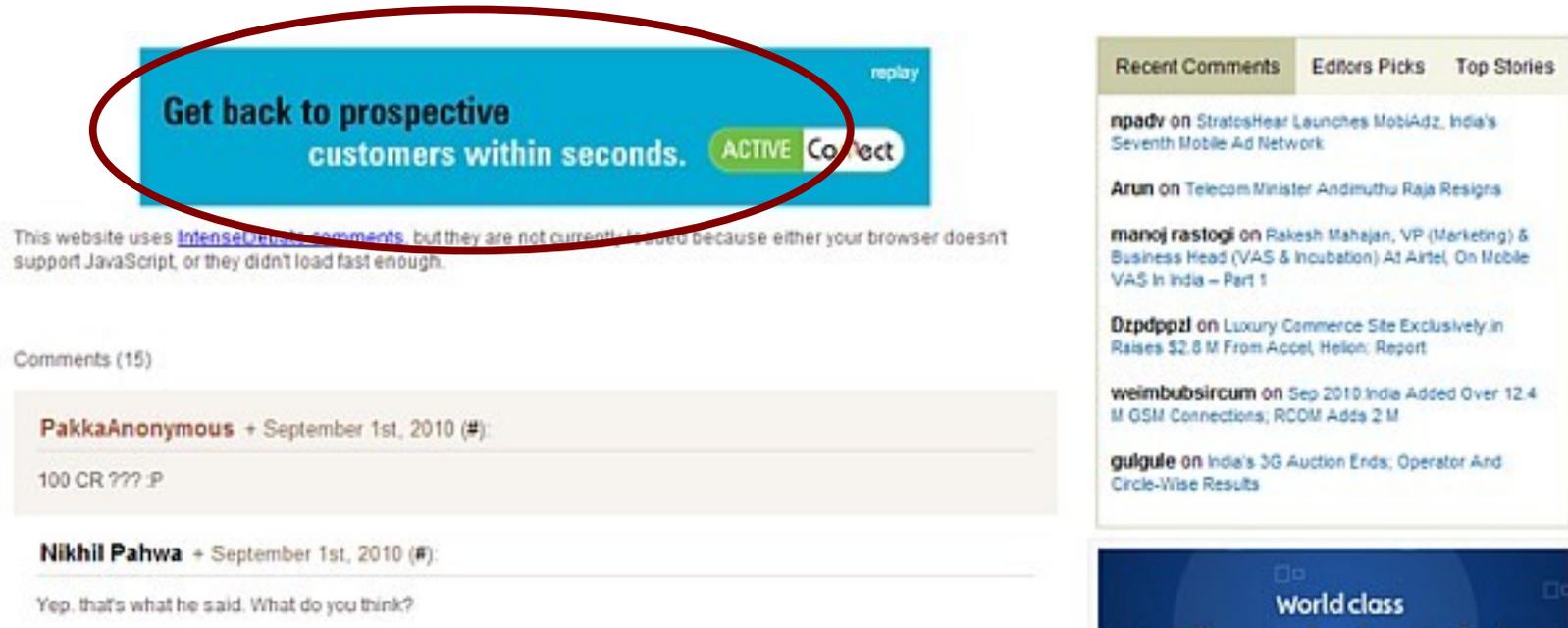


Ad #5: WideBox

The WideBox Banners (500x150) are displayed on every story/post page viewed, just below the content column.

It is the largest advertising unit on MediaNama, and typically targets those engaged users who wish to comment on content on the site.

This ad unit is also available as a combo-offer with the LineOfSight ad unit



The screenshot displays a webpage layout. At the top, a blue WideBox advertisement is circled in red. The ad text reads: "Get back to prospective customers within seconds." followed by a green "ACTIVE" button and a "Collect" button. A "replay" link is visible in the top right corner of the ad. Below the ad, a message states: "This website uses [Intensify comments](#), but they are not currently loaded because either your browser doesn't support JavaScript, or they didn't load fast enough."

The main content area shows a "Comments (15)" section. Two comments are visible:

- PakkaAnonymous** + September 1st, 2010 (#): 100 CR ??? :P
- Nikhil Pahwa** + September 1st, 2010 (#): Yep, that's what he said. What do you think?

On the right side, there is a sidebar with three tabs: "Recent Comments", "Editors Picks", and "Top Stories". Under "Recent Comments", several entries are listed:

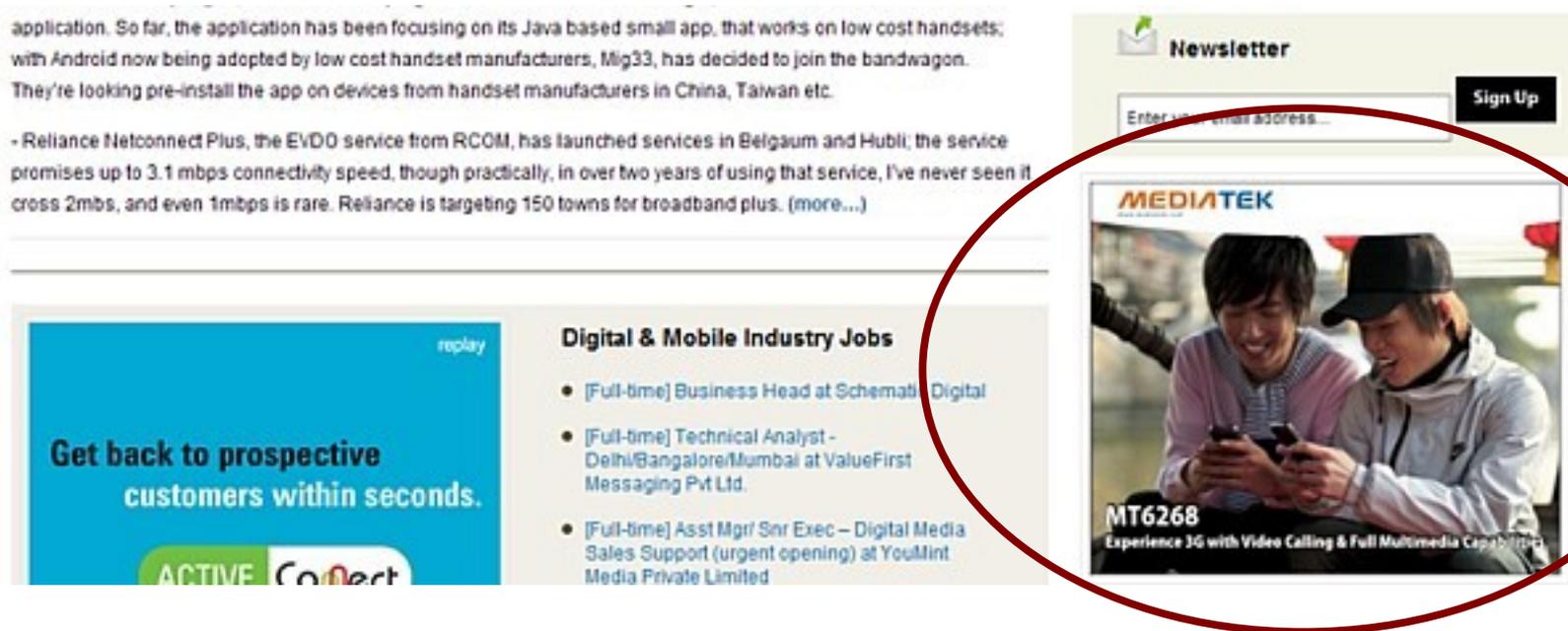
- npadv** on StratosHear Launches MobiAdz, India's Seventh Mobile Ad Network
- Arun** on Telecom Minister Anandmuthu Raja Resigns
- manoj rastogi** on Rakesh Mahajan, VP (Marketing) & Business Head (VAS & Incubation) At Airtel, On Mobile VAS in India - Part 1
- Dzpdppz** on Luxury Commerce Site Exclusively in Raises \$2.8 M From Accel, Helion, Report
- weimbubsircum** on Sep 2010 India Added Over 12.4 M GSM Connections; RCOM Adds 2 M
- gulgule** on India's 3G Auction Ends, Operator And Circle-Wise Results

At the bottom of the sidebar, there is a dark blue banner with the text "World class" and a small icon.

Ad #6: Leaderside2

The Leaderside2 Banner (300x250) is displayed in the sidebar on every page. In is present in the second scroll, below the 'Anonymous Tip Off' and 'Newsletter Sign Up box', but above the SideBox units.

The 300x250 unit is optimal for visually appealing ads.



The screenshot shows a website sidebar with several elements. At the top, there is a 'Newsletter' sign-up box with a text input field and a 'Sign Up' button. Below this is a 'Digital & Mobile Industry Jobs' section with three job listings. A red circle highlights a 'Leaderside2' banner for MediaTek, which features an image of two men looking at a smartphone. The banner text includes 'MEDIATEK', 'MT6268', and 'Experience 3G with Video Calling & Full Multimedia Capabilities'.

application. So far, the application has been focusing on its Java based small app, that works on low cost handsets; with Android now being adopted by low cost handset manufacturers, Mig33, has decided to join the bandwagon. They're looking pre-install the app on devices from handset manufacturers in China, Taiwan etc.

- Reliance Netconnect Plus, the EVDO service from RCOM, has launched services in Belgaum and Hubli; the service promises up to 3.1 mbps connectivity speed, though practically, in over two years of using that service, I've never seen it cross 2mbps, and even 1mbps is rare. Reliance is targeting 150 towns for broadband plus. (more...)

replay

Get back to prospective customers within seconds.

ACTIVE Collect

Digital & Mobile Industry Jobs

- [Full-time] Business Head at Schemati Digital
- [Full-time] Technical Analyst - Delhi/Bangalore/Mumbai at ValueFirst Messaging Pvt Ltd.
- [Full-time] Asst Mgr/ Snr Exec – Digital Media Sales Support (urgent opening) at YouMint Media Private Limited

MEDIATEK

MT6268
Experience 3G with Video Calling & Full Multimedia Capabilities

Ad #7: Sidebox

The SideBox Banners (300x100) are displayed on every page viewed. Three spots are available for the sidebar, and offer visibility far superior to the 125x125 banners usually used.

India Finalists For NAVTEQs LBS Challenge: Taxi Seeker, Loo Locator,

Apr 22nd, 2010 | [Post Comment](#)

Share: [f](#) [t](#)

Twelve applications from eleven companies have made it to the finals of the India region of the **NAVTEQ Global LBS Challenge 2010**, which seeks to award interesting location based service applications and services. Unfortunately, the information released by NAVTEQ on these applications is fairly brief, and we haven't received any response to our request for more info. So, if your application has been listed, please do feel free to share more details with us at nikhil@medianama.com. Applications selected for the finals cover GPS based carpooling, location specific advertising, a location empowered hobby network, and even a loo locator.

– **Mega Car Pool:** allows users to carpool on defined routes. Users have to define routes for their daily commute, and are connected with others on the same route. For example, for the route South Extension to Cyber City in DLF Phase II in Gurgaon. All users are verified (like in case of a passport, a physical verification is required) and have to register their residential proof, driving license, photo identity proof (voter ID card/passport), or a work email ID. ...

[Continue Reading](#)



Check Now

Anonymous Tip Off [Send us a News Tip](#)

Have an opinion?
Write a column for MEDIANAMA

WiMAX 2010 Conference
23.04.2010
ITC Sheraton Hotel, Saket

IMImobile™
Delivering innovation
Creating revenues

Jobs @ MediaNama

Ad #8: TextAd

The TextAd is a single text post of 300 words, clearly marked as an Advertisement to distinguish from editorial content. It is included in the Newsletter and RSS feeds, and pushed to our Facebook page and Twitter feed.

A single image of 125x125 is included in the TextAd.

Text should be provided by advertiser.

Text Ad (Full)

The screenshot shows a full-page advertisement for WIMAX 2010. The ad is titled "WIMAX 2010" and is dated "April 23rd 2010, ITC Sheraton – Saket, New Delhi, India." The main headline is "Strategies, Business Model Reengineering & Opportunities for WIMAX Development". Below the headline, there is a list of key themes discussed at the conference, including increasing ARPU with innovative WIMAX services, business applications, global marketing strategies, and international success stories. The ad also features a small image of a woman holding a sign that says "INDIA" and a "RELIANCE MOBILE" logo.

Text Ad (Homepage/Archives)

The screenshot shows a text advertisement for WIMAX 2010 on the Medianama homepage/archives page. The ad is titled "WIMAX 2010" and is dated "April 23rd 2010, ITC Sheraton – Saket, New Delhi, India." The main headline is "Strategies, Business Model Reengineering & Opportunities for WIMAX Development". Below the headline, there is a list of key themes discussed at the conference, including increasing ARPU with innovative WIMAX services, business applications, global marketing strategies, and international success stories. The ad also features a small image of a woman holding a sign that says "INDIA" and a "RELIANCE MOBILE" logo.

Specials at **MEDIANAMA**

Contact us for more details on

Earnings Reports Sponsorship

Sponsoring an Interview series

Sponsored Ready Reckoners

Sponsored White Papers and Case Studies

Sponsoring Conference Coverage

Events



Events

MediaNama organizes two types of events:

- **MediaNama Mixers:** an informal gathering of industry executives with no agenda, allowing people to interact in a stress-free, relaxed environment, and discuss potential partnerships and business deals.

The last MediaNama Mixer saw participation from 220 industry executives, and was sponsored by One97 Communications and SnapDeal.com

- **Conferences:** MediaNama is in the process of organizing an industry discussion focused on the evolving digital (Internet and Mobile) environment in the country, with a speaker set comprising of industry thought leaders, and topics relevant to the growth of the Industry.

Events

Sponsorship covers:

- Pre-event promotion on MediaNama in all announcements, on event site and registration page
- On ground visibility at event, including stalls, standalone banners and visibility on backdrop, as well as acknowledgement.
- Acknowledgment of sponsors in Post Event overview and coverage

*Please contact **Saurabh Sinha** at **+91-98185-10088** for more details, or email **sales@medianama.com** for our Event Sponsorship Kit*

Website Advertising Options

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Advertisement: Your TextAd Headline Goes Here

Your Logo

MEDIANAMA

NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

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