

กรุงเทพธุรกิจ

2013

www.bangkokbiznews.com

About us...

Bangkokbiznews.com is Thailand's leading business news website. The site is strong not just economic and business news but politics analysis that are important to business people. Of course, it is a leading website of stock and commodity investors, corporate and management news, IT and science and technology and SMEs etc. The website also reports exclusively on CSR/social enterprise activities.

Statistic : Avg. per month (Jan-Dec2013)...

UIP	Pageview	Homepage
890,000	5,200,000	1,600,000

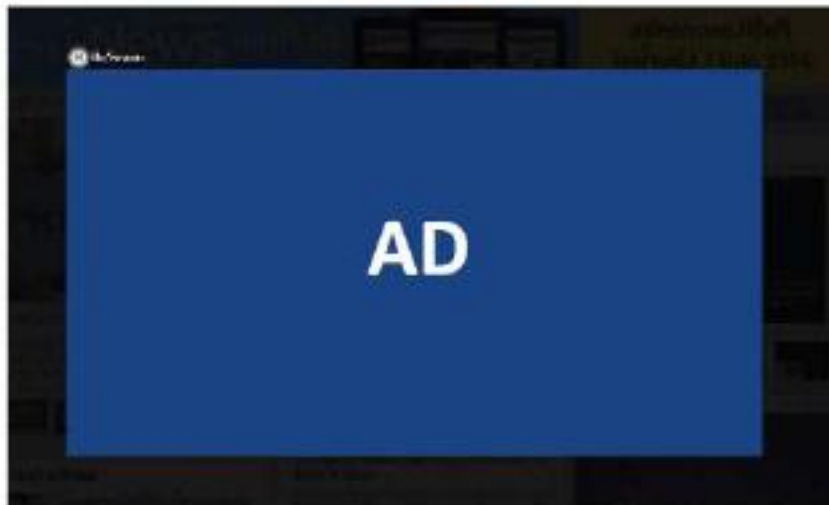
Ads position & Price



Position	Size	Type	Price
A1	728x90	CPM	350 THB/CPM
A2	300x250	CPM	300 THB/CPM
A3	300x100	1 Slot	35,000 THB
A4	300x100	1 Slot	30,000 THB
A6	300x250	CPM	250 THB/CPM
A8	575x100	3 Slots	60,000 THB
A10	300x250	5 Slots	60,000 THB
A12-15	300x250	1 Slot	30,000 THB

Ads position & Price

Light Box



Tower Banner



Position	Size	Type	Price
Light Box	800x450	CPM	1,200 THB/CPM
Tower Banner	120x600	Homepage	100,000 THB
Tower Banner	120x600	Section Page	50,000 THB

Ads position & Price

Detail

Amount: 2 times of content update

Duration: 2 weeks per time

Position: Home page & Inner section

Head line text: 50-60characters

Description text: maximum 140 characters



Position	Size	Price
Advertorial	320x135 Homepage area	45,000 THB/MTH

Ads position & Price

RICH MEDIA



Expandable (left)

- Regular size 300x250 pixels
- Expandable size 600x250 pixels
- Flash (fla & swf)
- Rate card 30% surcharge from regular position price
- Mouse over to expand ad
- CLOSE button obviously identified

Ads position & Price

RICH MEDIA



Expandable (push-down)

- Regular size 728x90 pixels (A1)
- Expandable size 728x180 pixels
- Flash (fla & swf)
- Rate card 30% surcharge from regular position price
- Mouse over to expand ad
- CLOSE button obviously identified