

Desh-Videsh

Advertising Rates-2011

AD SIZES	COST	FREQUENCY DISCOUNT
Back Cover	\$ 2500	\$ 2000
Back Cover	\$ 2500	\$ 2000
Inside Cover	\$ 2000	\$ 1500
Two Page Spread	\$ 2000	\$ 1500
Inside Full Page	\$ 1500	\$ 1150
Half Page Island	\$ 1200	\$ 1000
Half Page Horiz.	\$ 1000	\$ 800
Quarter Page	\$ 600	\$ 450
2/3 Vertical	\$ 1200	\$ 1000
Quarter Page Island	\$ 800	\$ 500
1/3 Vertical	\$ 800	\$ 500
1/6 Vertical Banner	\$ 500	\$ 300
Bus Card - 1/8 page	\$ 75	\$ 75

The first insertion must be Pre-Paid. Discount applies for prepayment advertisers only.
20% more for preferred position.

The complete address and telephone number of the advertiser are required for Desh-Videsh's records prior to publishing an advertisement.



10116 NW 53rd St., Sunrise, FL 33351-8020

Phone: (954) 784-8100 • Fax: (954) 944-1958

E-Mail: info@deshvidesh.com • Web: www.deshvidesh.com

Indo-Caribbean Digest

Advertising Rates-2011

AD SIZES	COST	FREQUENCY DISCOUNT
Back Cover	\$ 2500	\$ 2000
Back Cover	\$ 2500	\$ 2000
Inside Cover	\$ 2000	\$ 1500
Two Page Spread	\$ 2000	\$ 1500
Inside Full Page	\$ 1500	\$ 1150
Half Page Island	\$ 1200	\$ 1000
Half Page Horiz.	\$ 1000	\$ 800
Quarter Page	\$ 600	\$ 450
2/3 Vertical	\$ 1200	\$ 1000
Quarter Page Island	\$ 800	\$ 500
1/3 Vertical	\$ 800	\$ 500
1/6 Vertical Banner	\$ 500	\$ 300
Bus Card - 1/8 page	\$ 75	\$ 75

The first insertion must be Pre-Paid. Discount applies for prepayment advertisers only. 20% more for preferred position.

The complete address and telephone number of the advertiser are required for Desh-Videsh's records prior to publishing an advertisement.



10116 NW 53rd St., Sunrise, FL 33351-8020
 Phone: (954) 784-8100 • info@indocaribbeandigest.com
www.indocaribbeandigest.com

e-marketing

WEB SITE STATS

Page Views: 125,000 per month
Number of Hits: 525,000 per month
Average time on site: 15 to 25 Minutes

WEB SITE VISITORS

Indian, Pakistani, Bangladeshi NRIs, High tech professionals, Students and residents of North America interested in Indian sub-continental Culture. More than 10-15,000 unique visitors per day

E-newsletter territory (Customized Community news for Each Area)

- Florida-Georgia
- New Jersey
- Dallas
- Baltimore
- Carolinas
- Chicago
- Houston
- Southern California
- New York
- Boston
- Washington DC
- Northern California

E-NEWSLETTER STATS

- More than 35% open within first hour
- More than 59% open within first day
- More than 72% open within three days
- More than 68% click the banner link
- More than 42% click more than one links
- 200+ New subscribers sign-up every week

Banner on Web site	Per Month
Large Rotating Banner Home Page	\$500
Large Rotating Banner Inside Page	\$300
Large Rotating Banner on side	\$200
Small Rotating Banner on side	\$100
Banner on E-newsletter	Per Month Per Area
Large Banner in E-newsletter Per Area	\$100
Small Banner in E-newsletter Per Area	\$50
Individual Email Broadcast	Price
Single Area	\$100
Any Three Areas	\$250
Any Six Areas	\$400
Any Nine Areas	\$500
All Twelve Areas	\$600
MULTIPLE FREQUENCY 25% DISCOUNT	

Desh-Videsh
Media Group Inc.

10116 NW 53rd Street • Sunrise, FL 33351 • Phone: (954) 784-8100,
• Fax: (954) 784-0904 • Email: info@deshvidesh.com • www.deshvidesh.com

Advertise Specifications

Desh-Videsh / Indo-Caribbean Digest

Ad Size	Artwork Size	Bleed Size	Live Area
Back Cover	8.625 X 11.125	8.375 X 10.875	7.875 X 10.375
Inside Cover	8.625 X 11.125	8.375 X 10.875	7.875 X 10.375
Two Page Spread	17.25 X 11.125	17 X 10.875	16.5 X 10.375
Inside Full Page	8.625 X 11.125	8.375 X 10.875	7.875 X 10.375
Half Page Island	5.625 X 8.625	5.375 X 8.375	4.875 X 7.875
Half Page Horiz.	8.625 X 5.9375	8.375 X 5.6875	7.875 X 5.1875
Quarter Page	3.5 X 4.625	3.5 X 4.625	3.5 X 4.625
2/3 Vertical	4.9 X 9.75	4.9 X 9.75	4.9 X 9.75
Quarter Page Island	4.9 X 4.75	4.9 X 4.75	4.9 X 4.75
1/3 Vertical	2.3 X 9.75	2.3 X 9.75	2.3 X 9.75
1/6 Vertical Banner	2.3 X 4.75	2.3 X 4.75	2.3 X 4.75
Bus Card - 1/8 page	3.5 X 2.3	3.5 X 2.3	3.5 X 2.3

E-Marketing

Banner on Web site	Size
Large Rotating Banner Home Page	145 pixel x 200 pixel
Large Rotating Banner Inside Page	145 pixel x 200 pixel
Large Rotating Banner on side	450 pixel x 49 pixel
Small Rotating Banner on side	450 pixel x 49 pixel
Banner on E-newsletter	
Large Banner in E-newsletter Per Area	145 pixel x 200 pixel
Small Banner in E-newsletter Per Area	145 pixel x 111 pixel
Individual Email Broadcast	
Single Area	145 pixel x 200 pixel
Any Three Areas	145 pixel x 200 pixel
Any Six Areas	145 pixel x 200 pixel
Any Nine Areas	145 pixel x 200 pixel
All Twelve Areas	145 pixel x 200 pixel



10116 NW 53rd St., Sunrise, FL 33351-8020.

Phone: (954) 784-8100

January 2011