

## Media Kit 2012

## "The Thought Leaders" Advertisement Proposal "Website"

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[www.indiabullion.com](http://www.indiabullion.com)

### India Bullion Website Profile

With the explosive growth and accessibility of the World Wide Web, online advertising is one of the most cost-effective and popular methods of marketing a business.

India Bullion is your best strategy for accessing larger audiences on the Web. India Bullion holds 50+ websites on different streams consisting of team of dedicated professionals who frequently update them with fresh content and technology, as we see that your company links with commodity Market / Bullion Market therefore, we offer you our site "India Bullion" which has its own set of unique customers and paid members, the site is updated minute by minute with latest details, News and tips with the professionals in the field thus attracting more than 50k Visitors each month. Throughout the website, you can reach leaders and key decision-makers in your field.

India Bullion operates around the Globe, providing premium services to its increasing list of high profile clients. The company is recognized by the International business community as experts in the fields.

### Site Details

[www.indiabullion.com](http://www.indiabullion.com)

- Average traffic per month : **1 MN**
- India- **77.68%**
- United States - **13.11%**
- United Kingdom -**1.18%**
- United Arab Emirates - **1.10%**
- Australia - **0.57%**

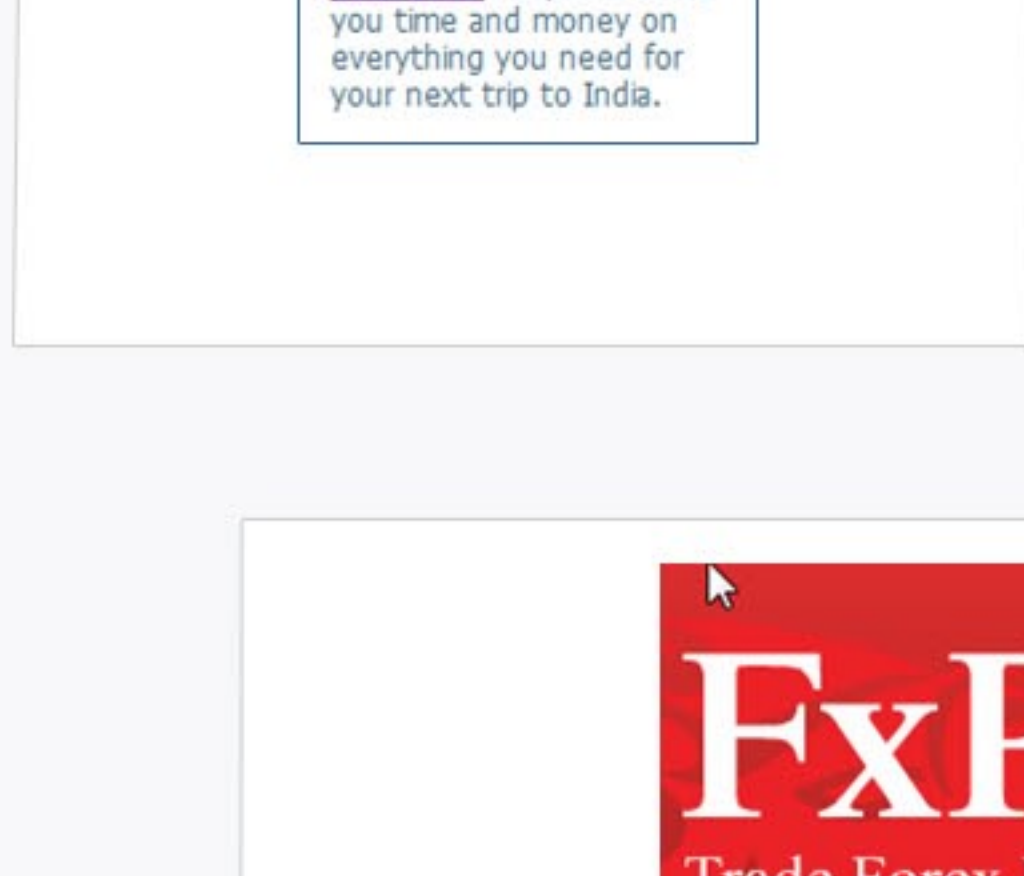
- Average Page Views per Month: **Up to 5 MN**
- Avg. Time on Site - **00:06:58**
- Number of Pages in Website – **23500** ( Indexed in Google)
- Ranking in Golden egg in Search results for 50+ keywords.
- 50 Thousand + paid Members.

### India Bullion Online Advertising

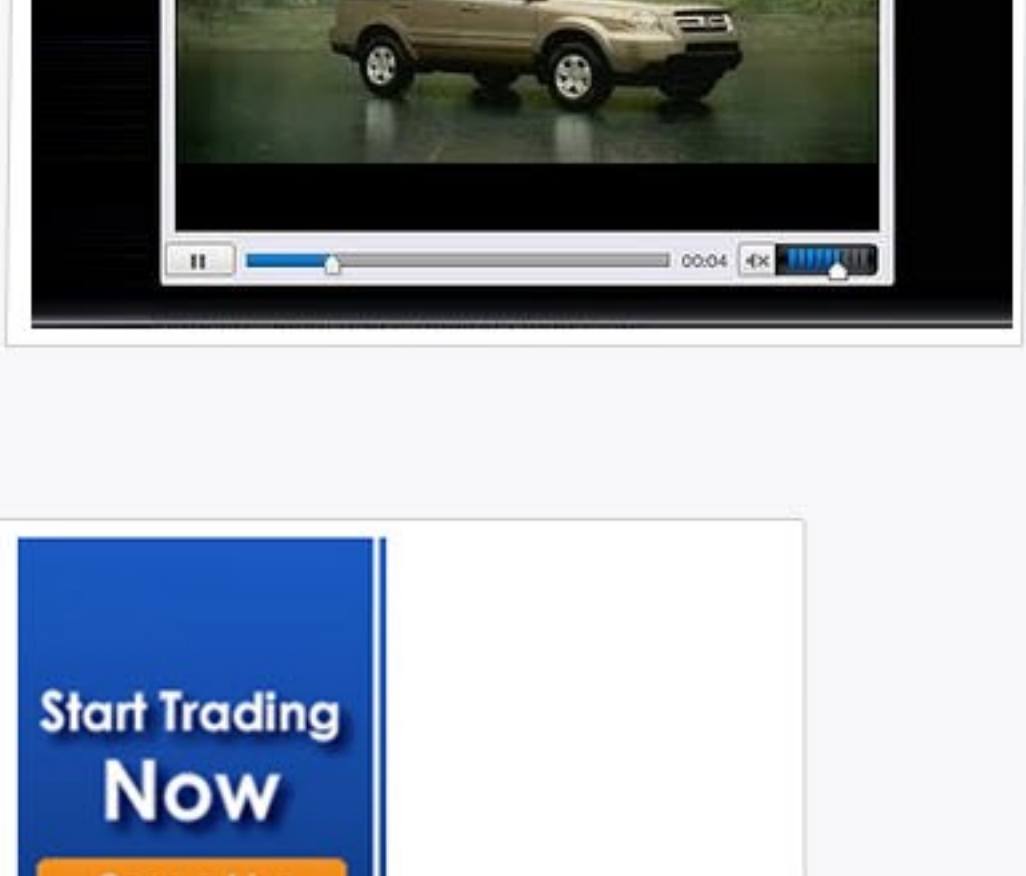
- Advertising on the India Bullion websites allows you to reach your target audience using the latest technology. Our websites is customized with the professional and frequently updated content.
  - Ad's placed against the most relevant content.
  - Choose any specific page you like from more than 23k pages in the website.
  - Banner ads appear on inner content pages within the viewable screen area. These ad placements are constant and do not rotate with each click on the site ensuring maximum exposure.
  - We have more than 50 Thousand paid Members, who are loyal visitors.
  - Real-time commodity price updates, so users are connected to world markets every minute.
  - Frequent Updation in content and blog, to attract potential customers.
  - The website offers a long term Banner Advertisement (3 Months, 6 months or 1 year period)
  - Once package is chosen, No extra or hidden cost. Your Ad will be shown permanently at the same position according to package chosen.
  - Get a control Panel to monitor, change and alter your Ad in-between of your campaign.
  - Up to 3 Changes in the middle of campaign accepted and done.
  - 24/7 Ad Delivery ( No maintenance shut down )
  - 24/7 Customer Service
  - Bimonthly Reports.
  - Image, Video and Flash Ads of every size, properly formatted by designers.
  - Targeted traffic due to contextual targeting and other software's that will disallow the random traffic.
  - No Porn, Adult or hatred banners.
  - Ads take the form of a link including company name, describing your product or Service and your URL.

### Types of Ad's Supported

#### Text Ad



#### Video Ad



#### Image Ad

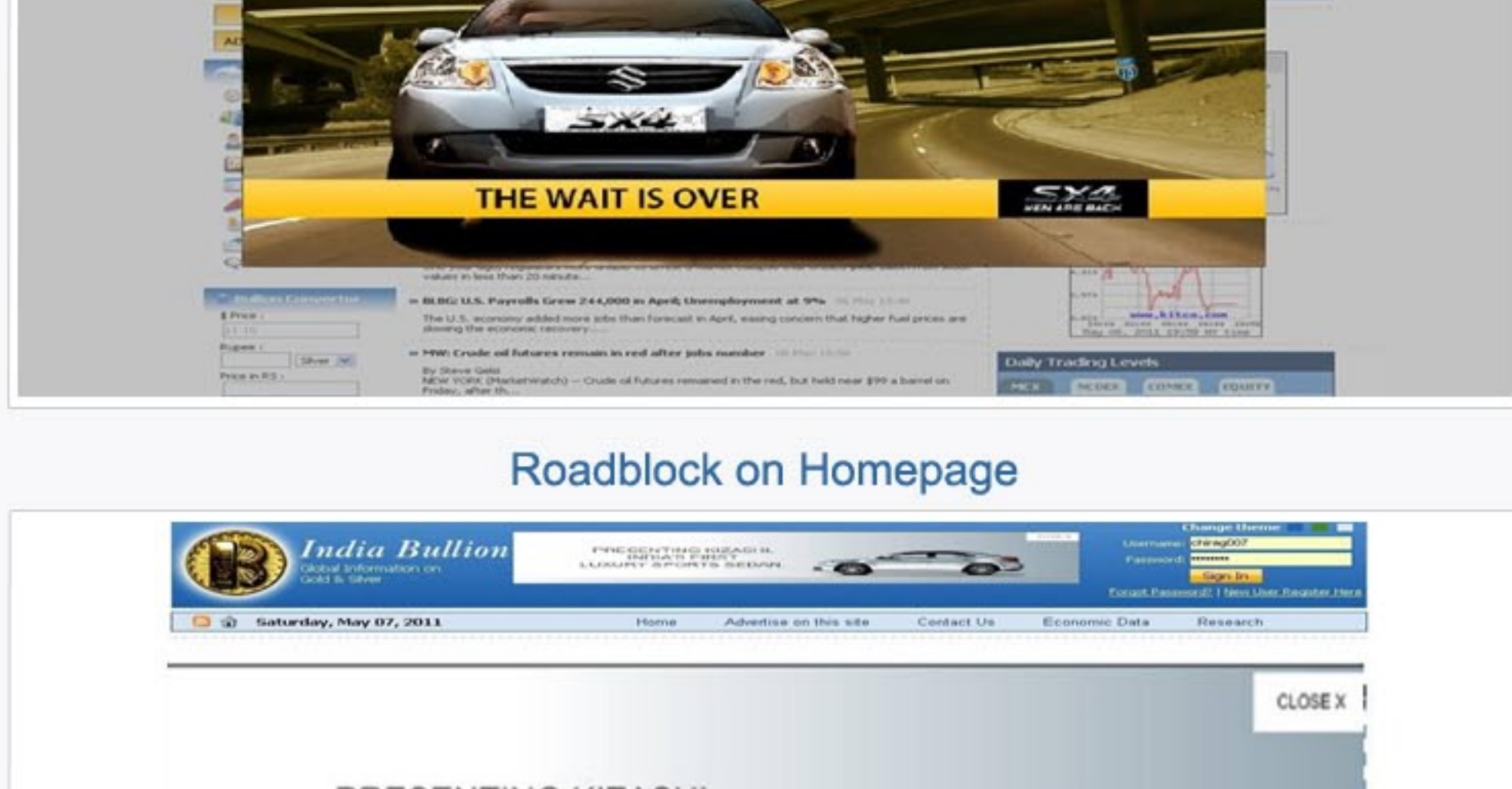


#### Flash Ad



- **Interactive Ad**
  - You can use this Ad format to collect user data or directly ask them to fill your forms.
- **Email Blast**
  - More than 50 thousand paid Members
  - 90% of the members have the earning of more than 10 million.
  - Customers with high retention rate.

#### Interstitial Ad



#### Roadblock on Homepage



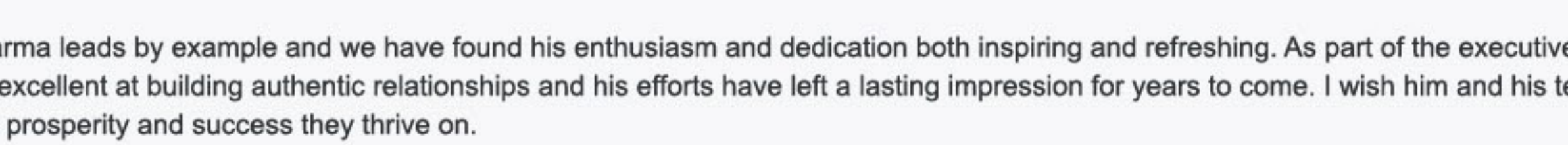
### Rate Chart

Package	Banner	Size and Format	Size and Format
Gold (Best Deal)	Medium Banner	120 X 240, 292 X 85, 468 X 60 (Pixels) Text/Image/Flash/ Video	US\$500 per 3 Months
			US\$900 per 6 months (60 days free)
			US\$1500 per year (150 days free)
Platinum	Big Banner	900 X 72, 72 X 900 (Pixels) Text/Image/Flash/Video/Interactive	US\$750 per 3 Months (20 days free)* US\$1400per 6 months (60 days free) US\$2400per year (150 days free)
Premium	Big Banner	Road Block, Interstitial Ad	USD \$ 450 per Month

- Extra Charges for designing Flash and Animated Ad's
- Rates shown are for revolving banner.
- Road Block is shown on alternate days.

\*\*\* India Bullion preserves the rights to change, Alter or Modify proposal anytime without any prior notification

### Top Clients



### Testimony by Client

India Bullion has been providing us with excellent service and we recommend them without hesitation. City Credit Capital (UK) Ltd and its clients value their expert insight into the financial technicalities of trading the markets.

"Indian Bullion stands out as providing one of the best up to the minute data in Forex and CFDs"

Mr. Chirag Sharma leads by example and we have found his enthusiasm and dedication both inspiring and refreshing. As part of the executive management, Mr.Sharma is excellent at building authentic relationships and his efforts have left a lasting impression for years to come. I wish him and his team all the best in attaining the prosperity and success they thrive on.

Shobin Mathew Simon  
Senior Business Development Manager