



# Tariff Card

## Impact Banners

Property	Devices	India (in Lacs)	NRI (in Lacs)	All
Roadblock	All	1.50	2.50	2.00
Expandable	Desktop	1.00	1.50	1.25
Skin Touch	Desktop	1.00	1.50	1.25

## Banners

Property	Devices	India (CPM)	NRI (CPM)	All
ATF Banners	All	100	150	125
BTF Banners	All	75	100	80

## Video Ads

Property	Devices	India (CPM)	NRI (CPM)	All
Preroll	All	180	250	200

\*\*\*Terms & Conditions\*\*\*

1. Roadblock

Includes Skinning (Desktop), Master Head & Expando, Mobile Rectangular Banner (ATF), 300x600

2. Banners Specifications

Maximum weight – 40 kb

Maximum frame rate – 12-16 fps

Animation limit – 15 seconds

Stop all animations before 15 second

Looping not allowed. Can add a replay button (only for standard creative)

User initiated sound allowed, File loading not permitted

Backup Image mandatory

Last frame should have the company's branding on it

**Accepted file formats:**

PNG, JPEG, GIF, HTML 5 and 3rd Party tags for standard creative

### 3. Expando

Maximum weight – 40 kb for base file and 40 kb for Expandable file

Maximum frame rate – 12-16 fps

Animation limit – 15 seconds

Stop all animations before 15 second

Looping not allowed

User initiated sound allowed, File loading not permitted

Backup Image mandatory

Last frame should have the company's branding on it

Special specs - Requirements for Tags:

Creative will expand from right to left

Expansion should be on mouse rollover only and expanded panel should auto-retract on mouse roll out

Rollover text required on base panel

**Accepted file formats:**

PNG, JPEG, GIF, HTML 5 and 3rd party tags. (3rd party tags required for base file only.)