



# Indialist Media Kit



## About us

IndiaList.com is a service oriented portal that aims at facilitating information sharing between advertisers and users. The Company offers search services that enables users to locate and view classifieds online, while helping businesses to reach prospects, convert prospects to customers and then retain those customers. In short it is the "perfect solution" for advertisers and consumers. Catering to diverse fields ranging from Beauty and Domestic Services to Pets & Pet Care and Tours, Travel & Transport, the site also includes a provision for regional specific ad placements and a look at events happening in those cities.

IndiaList.com is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. The Company aspires to be a global leader in commercial search services on the Internet, providing new and more powerful ways for businesses and customers to connect online through aligning the interests of consumers and advertisers.

### HOW DO WE WORK?

**IndiaList.com** collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number and demographic information, which is not unique to you, to inform you of other products or services available from the portal, provide you with a customized experience and assist your navigation throughout the site.

On registration you will receive a unique user name that will give you complete access to the site. In addition we may ask you for personal information at other times, including (but not limited to) when you place ads or use other features of the IndiaList.com. However we are committed to safeguarding your privacy online at all times.

### FOR ADVERTISERS:

In order to post an ad, you need to be a registered user. Registration on IndiaList.com is absolutely FREE. The added advantage of a provision to insert a photo as well increases the sales potential of your ad. Advertisers receive responses for their advertisements through the e-mail address provided. Ads can be posted on IndiaList.com for a period of 1 week to 60 days depending upon the ad, edited whenever required and also renewed for another 30 days absolutely free of cost.

### FOR USERS:

The site boasts of validation of all ad content included, thereby endeavoring to safeguard buyers from fraudulent activities. Users are provided with the opportunity to search and respond to ads immediately on registration and are provided with multiple search options that are easy to use. In addition, users can also keep a short listed ads list separately where they can add an advertisement to a "Favourite Ad List" and edit the same and also set alerts to be notified of adds that match their search criteria.

## Banner Advertisement

Pages	Banner size	Position	Rates in Rs.
Home Page	200x200	Top RHS	20000/-
	160x600	First Scroll	15000/-
	728x90	Below the category listing	15000/-
	728x90	Above Footer	10000/-
	336x280	Side Right (Popup)	20000/-
Result Page	200x200	Top RHS	25000/-
	160x600	First Scroll	30000/-
	728x90	Below Premium Unit	25000/-
	728x90	Above Footer	15000/-
	336x280	Side Right (Popup)	25000/-
Preview Page	728x90	Below Preview Details Unit	25000/-
	728x90	Below Google Ad in Footer	25000/-
	200x200	Below Reply form	15000/-
	336x280	Side Right (Popup)	25000/-
Login Page	728x90	Below the Login Form	5000/-
Register Page	336x280	RHS First Scroll	5000/-
My Account Page	160x600	RHS	10000/-
	728x90	Below Header	10000/-
COMBO PACK	200X200	HP + RP + PP	60000/-
	160X600	HP + RP + PP	45000/-
	728X90	HP + RP + PP + UP	60000/-
	728X90 (Footer )	HP + RP + PP + LP	30000/-
	336X280	HP + RP + PP	60000/-

\* Inclusive of 10.3% Service Tax



## Payment Mode

### **Choose any packages from above and simply pay through cheque or DD**

1. Please make a crossed account payee cheque in favour of Perspi Interactive Pvt Ltd - a/c no: 03862320000658.
2. You may either courier the cheque to our office at Indialist.com, Tower 2, 10th Floor, #94, TVH Belicia Towers, M.R.C Nagar, Chennai - 28 or Visit any of the HDFC Bank branches across india to make Cash, Cheque / DD Payments.

**If you have any queries or require any support kindly email us at [query@indialist.com](mailto:query@indialist.com) or Call : 044 - 24631728**