



Online Media Kit

Chillibreeze Solutions Pvt. Ltd. is a leading content provider based in India. Our website features over 500 articles covering a wide range of topics from Travel and India Interest issues to Outsourcing and Business book reviews.

Our website, www.chillibreeze.com, receives around 53,000 unique visitors every month. We have a combined email subscription base of 2,837 users (in Oct 2006) who periodically receive our niche newsletters:

1. India Reports: **A Retail Newsletter** (subscription base of 650+ – Nov. 2006)
2. Bangalore Breeze: **An Expat Newsletter** (subscription base of 160+ – Nov. 2006)
3. ChilliSauce: **A newsletter for our professional writers across India** (subscription base of 2,200+ – Nov. 2006)

What do you gain from advertising with Chillibreeze?

Our site overview below has a few examples of high traffic pages. Many such pages on our site have ad space available.

Become a premier advertiser with us by targeting ads to:

- The Expat Community of India
- Travelers looking for travel tips and getaways in India and abroad
- Young Indian IT professionals and writers
- Book enthusiasts who visit our site to read our insightful book reviews
- People from all over the world looking for information about India

Site Overview

Our website analytics indicate active targeted keyword searches to these top pages:

<http://www.chillibreeze.com/articles/Top10Trips.asp>

Your ad on this page would receive upwards of 60 daily views. The above page receives 1,700 unique monthly visitors seeking information on quick getaways from Bangalore.

<http://www.chillibreeze.com/ArticleIndex.asp>

Your ad on the above page would receive upwards of 40 daily views. Our article index receives 900 monthly visitors attracted to the long list of travel and other India specific articles.



2006 Media Rate Sheet

Prices are subject to change as our traffic increases.

Large Format Display Ads

Large-format high-resolution graphic ads on the Web - comparable to traditional full-page print ads - integrated directly into prominent, high-traffic Chillibreeze index pages listed above

'Box' or 'rectangle' 300 x 250 pixels \$195 per page / per month

Half page 300 x 550 pixels \$295 page per / per month

Small Format Display Ads

Large-format high-resolution graphic ads on the Web - comparable to traditional full-page print ads - integrated directly into prominent, high-traffic Chillibreeze index pages listed above

'Box' or 'rectangle' 250 x 200 pixels \$95 per page / per month

Banner 'rectangle' 125 x 550 pixels \$195 page per / per month

Advertorial Pages

As a content company we offer a popular Advertorial Package for advertising. You can commission Chillibreeze to have one of our professional writers interview, research and write a specific advertorial on your product or services.

This package will include being indexed in our site map, which usually ensures high search engine ranking. Chillibreeze pages are ranked high in Google, Yahoo, MSN and other search engines. Our SEO professionals can also add specific keywords to increase the searchability of your article in your domain. The Advertorial Article can also include links back to target pages on your web site.

700 words \$350. per article * For One Year **.

1200 words \$550. per article For One Year

- *for an additional \$50. per month (6 month minimum) we will put a text link from the bottom of our top article index pages to the Advertorial.*
- *Customer covers all costs: transportation, product, or service experience related to writing the article.*
- *** We will update your article at any time for an additional fee range of \$200.-\$500. depending on the requirements.*



Email Newsletter Text Ads

High-impact text ad placements in our industry-leading monthly email newsletter of your choice: “India Reports - Retail News” and “Bangalore Breeze – an expat newsletter” both with more than 600 strictly opt-in subscribers.

Or target our Writers’ Network with more than 2,200 strictly opt-in Indian professionals located in India or NRI’s living abroad.

Standard Newsletter Text Ad* \$195.00 base price per insertion per issue

Ad appears bottom in ad section \$95.00 per insertion.

** Our most affordable newsletter text ad placement!*

Standard Newsletter Text Ad includes:

- *One appearance in one of our monthly newsletters will include up to fifty words with a link to your website.*

Get Started: Advertise with Chillibreeze...

Contact Joanna@chillibreeze.com or Vilasini@chillibreeze.com for more information about placing an ad on our site or newsletters.