

DUNGRELA PUBLISHING (SMC-PRIVATE) LIMITED

This media kit outlines the advertising opportunities and fixed CPM (Cost Per Mille) rates for BioScience. These rates are structured according to geographic tiers and ad placement value to ensure a fair and transparent direct sales process.

BioScience offers twenty distinct advertising zones designed to be fully responsive across desktop, tablet, and mobile devices. Our pricing is categorized into three placement groups based on visibility and engagement levels.

1. Technical Specifications

All ad zones are responsive and utilize the following breakpoints to serve optimal banner sizes.

- **Large Desktop (≥ 1000px):** 970x250, 970x90, or 300x250.
- **Tablet (767px – 999px):** 728x90.
- **Mobile (< 767px):** 320x50 or 300x250.

Advertising Zone		Expected Sizes (Pixels)	Break Point (Pixels) (Screen Size → Banner Size)	Placement	Group
S.N	Ad Unit				
01.	Zone-A	300x50, 728x90, 320x50, 970x90	<ul style="list-style-type: none"> • ≥ 970 = 970x90 • ≥ 767 and < 970 = 728x90 • < 767 = 320x50, 300x50 	Site-wide / Top Above the Fold	Premium Placements (Top Visibility)
02.	Zone-B	970x250, 728x90, 300x250	<ul style="list-style-type: none"> • ≥ 1000 = 970x250 • ≥ 767 and < 1000 = 728x90 • < 767 = 300x250 	Homepage / Above First Main Carousel	Standard Placements (General Reach)
03.	Zone-C	728x90, 300x250	<ul style="list-style-type: none"> • ≥ 992 = 300x250 • ≥ 767 and < 992 = 728x90 • < 767 = 300x250 	Homepage / Sidebar	Standard Placements (General Reach)
04.	Zone-D	728x90, 300x250	<ul style="list-style-type: none"> • ≥ 992 = 300x250 • ≥ 767 and < 992 = 728x90 • < 767 = 300x250 	Homepage / Sidebar	Standard Placements (General Reach)
05.	Zone-E	970x250, 728x90, 300x250	<ul style="list-style-type: none"> • ≥ 1000 = 970x250 • ≥ 767 and < 1000 = 728x90 • < 767 = 300x250 	Homepage / Below Second Carousel	Standard Placements (General Reach)
06.	Zone-F	970x250, 728x90, 300x250	<ul style="list-style-type: none"> • ≥ 1000 = 970x250 • ≥ 767 and < 1000 = 728x90 • < 767 = 300x250 	Homepage / Below Third Carousel	Standard Placements (General Reach)
07.	Zone-G	970x250, 728x90, 300x250	<ul style="list-style-type: none"> • ≥ 1000 = 970x250 • ≥ 767 and < 1000 = 728x90 • < 767 = 300x250 	Homepage / Below Fourth Carousel	Standard Placements (General Reach)
08.	Zone-H	300x50, 728x90, 320x50, 970x90	<ul style="list-style-type: none"> • ≥ 970 = 970x90 • ≥ 767 and < 970 = 728x90 • < 767 = 320x50, 300x50 	Site-wide / Bottom Fixed	Standard Placements (General Reach)
09.	Zone-I	120x600	<ul style="list-style-type: none"> • ≥ 1270 = 120x600 • < 1270 = NIL 	Site-wide / Desktop Only / Left-side Rail	Mid-tier Placements (High Engagements)
10.	Zone-J	120x600	<ul style="list-style-type: none"> • ≥ 1270 = 120x600 • < 1270 = NIL 	Site-wide / Desktop Only / Right-side Rail	Mid-tier Placements (High Engagements)
11.	Zone-0	970x250, 300x250, 728x90	<ul style="list-style-type: none"> • ≥ 1024 = 300x250 • ≥ 992 and < 1024 = 970x250 • ≥ 767 and < 992 = 728x90 • < 767 = 300x250 	Article Page / Sidebar	Mid-tier Placements (High Engagements)
12.	Zone-1	970x250, 300x250, 728x90	<ul style="list-style-type: none"> • ≥ 1000 = 970x250 • ≥ 767 and < 1000 = 728x90 • < 767 = 300x250 	Article Page / Before Article	Premium Placements (Top Visibility)
13.	Zone-2	970x250, 300x250, 728x90	<ul style="list-style-type: none"> • ≥ 1024 = 300x250 • ≥ 992 and < 1024 = 970x250 • ≥ 767 and < 992 = 728x90 • < 767 = 300x250 	Article Page / Sidebar	Mid-tier Placements (High Engagements)
14.	Zone-3	970x250, 300x250, 728x90	<ul style="list-style-type: none"> • ≥ 1024 = 300x250 • ≥ 992 and < 1024 = 970x250 • ≥ 767 and < 992 = 728x90 • < 767 = 300x250 	Article Page / Sidebar	Mid-tier Placements (High Engagements)
15.	Zone-4	300x50, 970x90, 728x90, 320x50, 468x60	<ul style="list-style-type: none"> • ≥ 1024 = 468x60 • ≥ 1000 and < 1024 = 970x90 • ≥ 767 and < 1000 = 728x90 • < 767 = 320x50, 300x50 	Article Page / Above Article Title	Premium Placements (Top Visibility)
16.	Zone-5	300x50, 970x90, 728x90, 320x50, 468x60	<ul style="list-style-type: none"> • ≥ 1024 = 468x60 • ≥ 1000 and < 1024 = 970x90 • ≥ 767 and < 1000 = 728x90 • < 767 = 320x50, 300x50 	Article Page / Below Article Title	Premium Placements (Top Visibility)

17.	Zone-6	300x250	• All	Article Page / In-article	Mid-tier Placements (High Engagements)
18.	Zone-7	300x250	• All	Article Page / In-article	Mid-tier Placements (High Engagements)
19.	Zone-8	300x250	• All	Article Page / In-article	Mid-tier Placements (High Engagements)
20.	Zone-9	300x250	• All	Article Page / In-article	Mid-tier Placements (High Engagements)

2. Fixed CPM Pricing by Geographic Tier

Rates are per 1,000 impressions served within the specified region.

BioScience utilizes twenty distinct advertising zones categorized by visibility and user engagement levels. These zones feature responsive sizing based on specific screen width breakpoints. The following pricing rules for direct ad sales apply tiered CPM rates to these established groups.								
Premium Placements (Top Visibility)			Mid Tier Placements (High Engagements)			Standard Placement (General Reach)		
Tier 1	Tier 2	Tier 3	Tier 1	Tier 2	Tier 3	Tier 1	Tier 2	Tier 3
\$18.00	\$9.00	\$2.50	\$12.00	\$6.00	\$1.75	\$7.00	\$3.00	\$1.00

3. Geographic Tier Definitions

Pricing is determined by the visitor's location according to the following classifications.

Tier 1 Countries	Tier 2 Countries	Tier 3 Countries
<ul style="list-style-type: none"> • Americas: United States, Canada. • Europe: United Kingdom, Germany, France, Italy, Spain, Netherlands, Belgium, Switzerland, Austria, Sweden, Norway, Denmark, Finland, Luxembourg, Ireland, Iceland. • Asia-Pacific: Australia, New Zealand, Japan, Singapore, Hong Kong. 	<ul style="list-style-type: none"> • Europe: Portugal, Greece, Poland, Czech Republic, Hungary, Romania, Slovakia, Slovenia, Croatia, Bulgaria, Estonia, Latvia, Lithuania, Cyprus, Malta, Andorra, Monaco. • Americas: Brazil, Mexico, Argentina, Chile, Colombia, Peru, Uruguay, Costa Rica, Panama, Puerto Rico, Bahamas, Dominican Republic. • Middle East & Africa: United Arab Emirates, Saudi Arabia, Qatar, Israel, Kuwait, South Africa, Morocco, Oman. • Asia-Pacific: South Korea, China, Taiwan, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Brunei, Macau. 	<ul style="list-style-type: none"> • Asia: Pakistan, India, Bangladesh, Sri Lanka, Nepal, Cambodia, Laos, Myanmar, Mongolia, Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Afghanistan. • Middle East: Jordan, Lebanon, Iraq, Bahrain, Yemen, Syria. • Africa: Nigeria, Egypt, Kenya, Ethiopia, Ghana, Algeria, Angola, Botswana, Cameroon, Ivory Coast, Senegal, Tanzania, Uganda, Zambia, Zimbabwe, Namibia, Mauritius, Tunisia. • Americas: Ecuador, Paraguay, Bolivia, Guatemala, Honduras, El Salvador, Nicaragua, Jamaica, Trinidad and Tobago, Guyana, Belize. • Europe: Albania, Serbia, Bosnia and Herzegovina, Montenegro, North Macedonia, Moldova, Georgia, Armenia, Azerbaijan, Ukraine, Belarus.

4. Booking

For direct booking inquiries and custom packages, please contact the advertising team at advertising@bioscience.com.pk.