

Media Kit – DombivliForum.com



What is DombivliForum.com ?

Dombivli is one of the most populated and popular suburb in Mumbai. Together with Kalyan, it is home to around 15 lakh people. However, virtual space for Dombivli remains almost vacant. In the era of online communication, Dombivli still remains behind. A number of small business of Dombivli are yet to find the power of online marketing.

DombivliForum.com is a platform for discussion of topics related to Dombivli. The website is packed with features which would help small businesses and the citizens.

What are the features on DombivliForum.com?

News and Announcements: Staying informed about the events and happening in Dombivli is key for building a responsible community. We are committed to our responsibilities and would keep Dombivli Community updated. However, this has to be community approach, where every Dombivlikar needs to contribute. We wish to further add sections about people and culture in Dombivli.

Community and Forum: Popularity of Facebook and Orkut is well known. We have adapted Facebook type functionality to provide Dombivlikars to interact, network, create groups, share photos and ideas. While Community is promoted by the users themselves, Forum tries to show direction to the discussions regarding Dombivli.

Y-pages: With view of providing online marketing for small businesses in Dombivli, we created this Ypages, similar to Yellow pages. List your businesses here. We currently have kept most of the features free, except description. However, for promotion of small business we have kept rates nominal. We also provide services for creating single page websites for your business.

Search feature: You can search Telephone numbers of BSNL users from Dombivli here. Also Local train timing search and route navigators provides to you vital data while travelling to and from Dombivli. Also search useful links of websites and Photos regarding Dombivli or Dombivlikars.

Advertising at DombivliForum.com: Is online advertising that effective? Arguably yes. Online advertising is one of the most effective and innovative marketing techniques available. A study by Internet Advertising Bureau says the following about the internet marketing landscape.

"Online advertising, using banners, has tremendous communication power."

"Banners can impact... brand awareness, brand perceptions, and potential for sales all from one exposure."

"Any advertiser looking to build their brand and increase their sales should utilize online advertising... to ensure their future success."

What is that DombivliForum.com can offer to you?

DombivliForum.com offers a clear regional demographic which no other online website currently can provide. The audience is mainly restricted to Dombivli and nearby areas. Demographic profile of audience would be somewhat like:

- Young, Techsavvy, above average internet skills and computer usage
- Majority would be working professional with high spending profile
- Ecommerce confident

Advertising with DombivliForum.com not only ensures your products and services are exposed to the online community of Dombivli, but also offers reach and convertibility at cheap rates compared to other offline media.

DombivliForum.com can offer you online advertising solutions customized to suit your requirements. Some of them are Banners of different sized (LeaderBoards 728 x 90; Skyscrapers 120 x 600 ; 120 x 240; Block 300 x 250; Banners 468 x 60; Buttons 125 x 125 ; 120 x 90 ; 120 x 60; 180x60), Quizzes / Contests, Surveys, Newsletter, Polls, CoRegistration; And many more innovative options based on your requirement.

So, what is your advertising budget? We offer advertising solution in price range of Rs. 5 to 5000 per month. Would you like to know more about advertising at DombivliForum.com, contact us for rate card.

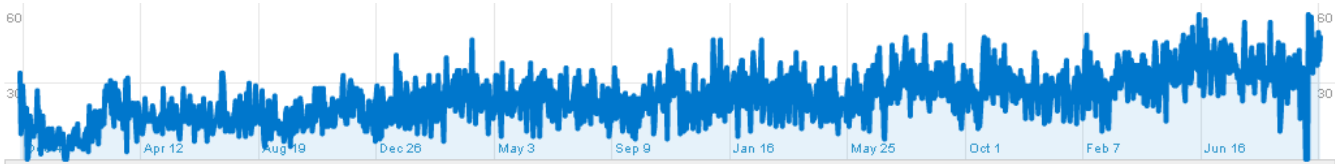
Web statistics:

DombivliForum.com was launched on September 2006. Within four years, we had over 34,000 visits, Over 117,000 page visits or around 100 pageviews per day.

This is just the beginning! Dombivli has about 6 lakh population with around 2 lakh households. With highest literacy rate and high internet user population, online advertising is the future. With interactive features like Discussion forum, local news and articles, telephone directory search and others, we target around 5000 registered users by the end of this year through organic growth, with around 50000 pageviews per month. This would be enhanced with extensive promotion which can only be done by advertising revenue.

Contact us

We are based in Dombivli and three simple ways to contact us: Call Kaushal (9819024528) or mail contact@dombivliforum.com or fill the online contact form on the website DombivliForum.com.



Rate Card

(Rs. per month)	All Pages
Top banner (728X90)	2000
Side large banner (180X600)	2000
Side small buttons (180X60)	1000
Side Textual links (single link)	500
Side Textual Ads (Textual ads)	750
Polls/ Newsletter/Quiz/Contest	1*

*per user, currently around 800 users.
For yearly rate multiply amount by 10.