

THE WORLD'S NO.1 CELEBRITY MAGAZINE

HELLO!

DIGITAL RATES AND AD SPECS

RATE CARD

STANDARD DISPLAY RATES

MPU INR 500 CPM
LEADERBOARD INR 500 CPM
HPU INR 500 CPM
SKIN INR 500 CPM
NATIVE ARTICLE INR 2,00,000

CHANNEL PER WEEK COSTS

HOMEPAGE TAKEOVER INR 3,00,000
BEAUTY CHANNEL TAKEOVER INR 3,00,000
FASHION CHANNEL TAKEOVER INR 4,00,000
CELEBRITY CHANNEL TAKEOVER INR 4,00,000
ROYALTY CHANNEL TAKEOVER INR 5,00,000
LIFESTYLE CHANNEL TAKEOVER INR 5,00,000

PLEASE NOTE:

All contents of advertisements are subject to HELLO! Online approval. HELLO! Online reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. In addition, HELLO! Online shall have the right to reject any URL link embodied within any advertisement. This order is accepted subject to HELLO! Online terms and conditions of sale. HELLO! Online does not accept responsibility for late submission of creative.

HORIZONTAL FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
Billboard	Desktop	970 x 250 px	gif, jpg, script	250 kb	-For jpg and gif creatives third party tracking is allowed: pixel + click command -HTML5 creatives must be sent as third-party redirects -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
	Tablet	728 x 200 px		150 kb	
	Mobile	320 x 100 px		100 kb	
Leaderboard	Desktop	970 x 90 px	gif, jpg, script	150 kb	
	Tablet	728 x 90 px		100 kb	
	Mobile	320 x 50 px		50 kb	

MID FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
HPU	Desktop, tablet & mobile	300 x 600 px	gif, jpg, script	250 kb	-For jpg and gif creatives third party tracking is allowed: pixel + click command. -HTML5 creatives must be sent as third-party redirects. -Third-party redirects/scripts must include the following macros: cache-busting: %%CACHEBUSTER%% click-counting: %%CLICK_URL_UNESC%%
MPU		300 x 250 px		150 kb	
Square		250 x 250 px 200 x 200 px		100 kb	
Skyscraper		120 x 600 px 160 x 600 px		150 kb	

OTHER FORMATS

FORMAT	ENVIRONMENT	AD SIZE	FORMATS	MAX. FILE SIZE	NOTES
PREROLL & INREAD VIDEO	Desktop, tablet & mobile	Optimal size: 1280 x 1024	mpeg4, mov, 1st party VAST	20 MB (Publisher hosted) 4 MB (Total VAST size)	-30 secs max. Duration for skippable ads -15 secs max. Duration for non-skippable ads -Third party tracking pixel is allowed

AD SPECIFICATIONS

VIDEO & AUDIO

- Display video formats must include a play and pause button
- If the format has audio it must be muted by default

REDIRECTS/SCRIPTS HTMLS

- Redirects or scripts without video must not exceed 200 kb
- The maximum weight for video formats is 2.2 MB
- Mobile optimisation is recommended

*For further details or assistance, please contact pranav.kumar@hello-india.co.in
Assets delivery: at least 48 hours before campaign start date*

CONTACTS

DIGITAL ENQUIRIES

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