

DEVOTED
DYNAMIC
DIFFERENT
DARING
DIVERSE
DREAM
DIGITAL

Media Kit 2020

RUNWAY
PAKISTAN

The Ultimate Hub of
Infotainment

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Introduction



We are madhouse of creative heads always ready to bring the very best of eyeballs to our clients for maximum viewability and penetration in the market.

Join the marketing revolution today and witness your brand elevate!

Digital Platforms

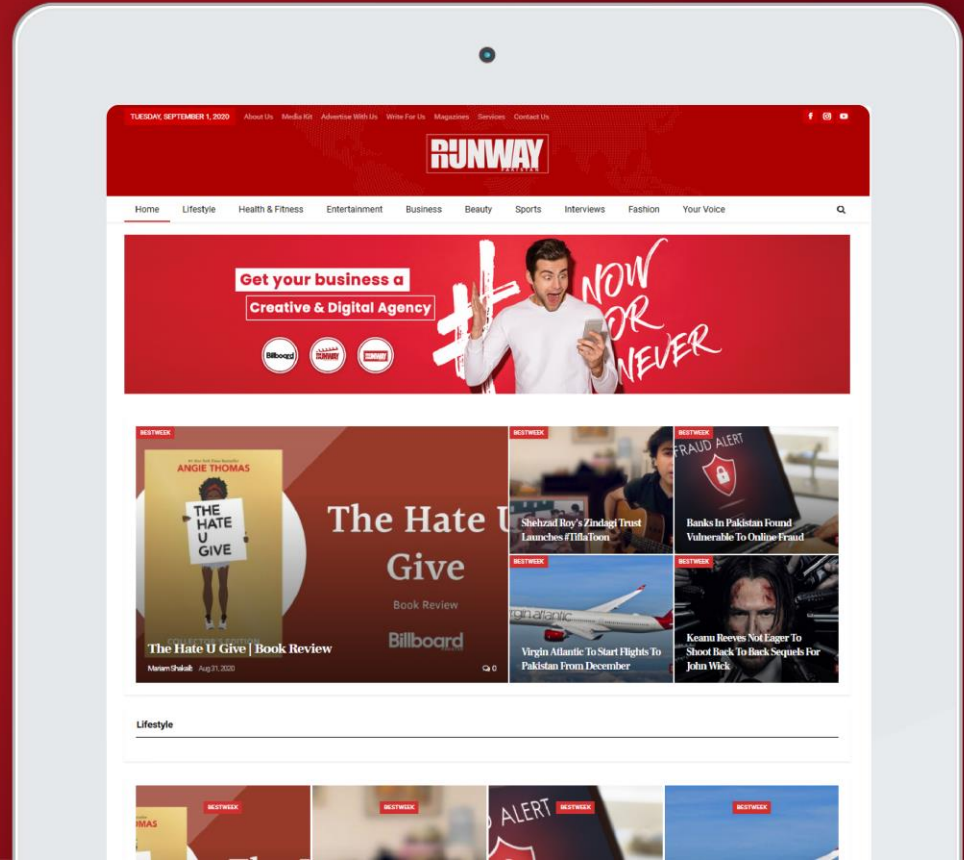
Website

248,000
Avg. Monthly
Page Views

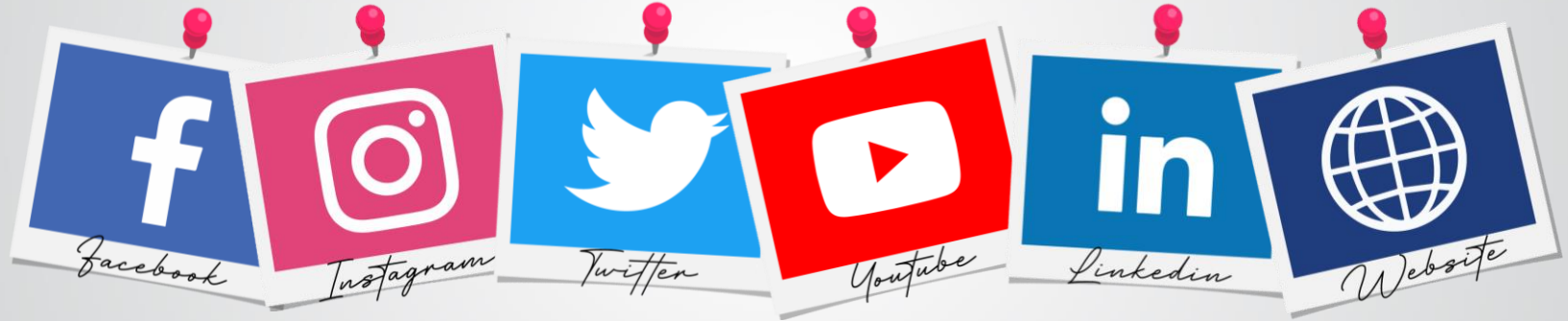
76,000
Avg. Monthly
Unique
Visitors

22,800
Avg. Monthly
Return
Visitors

2 mins
30 secs
Avg. Time on
Site



Our Growing Social Media Presence



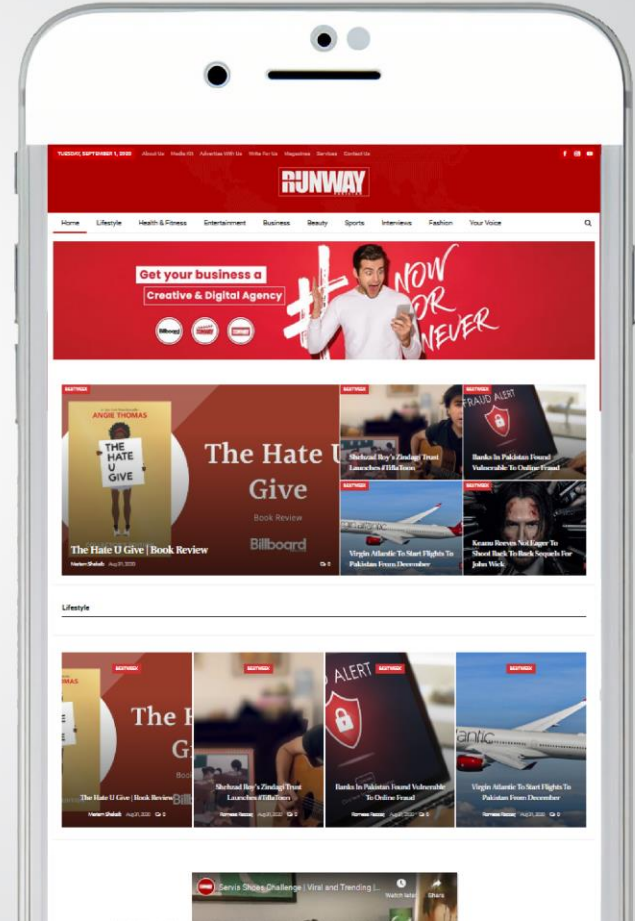
Click on any icon to get redirected to the relevant page.

Pricing & Specs

Website Blogs



All rates are exclusive of taxes and agency commission.



Facebook

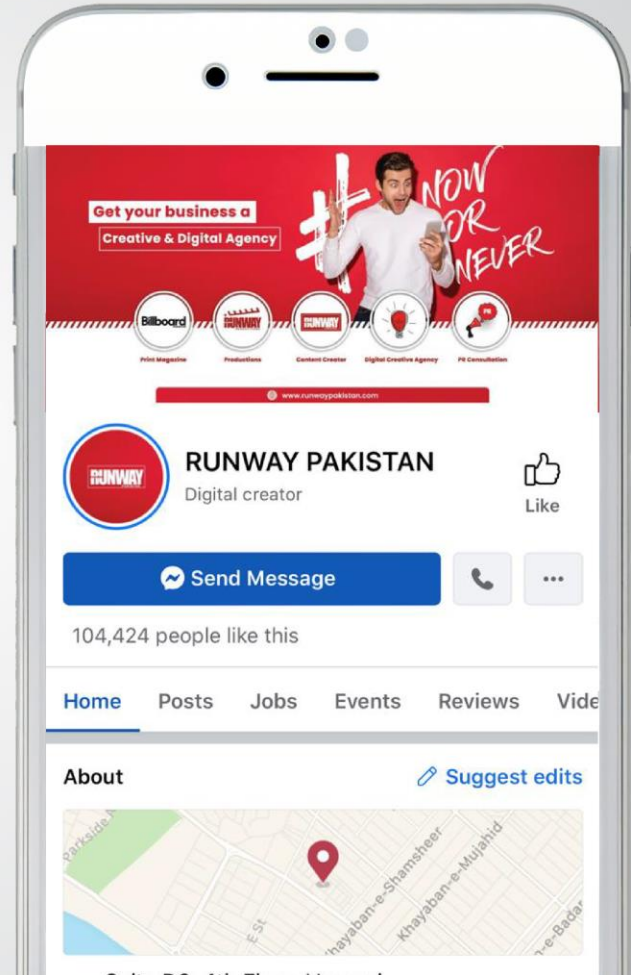
5 Posts
Rs 29,000

10 Posts
Rs 35,000

15 Posts
Rs 45,000

20 Posts
Rs 55,000

All rates are exclusive of taxes and agency commission.



Instagram

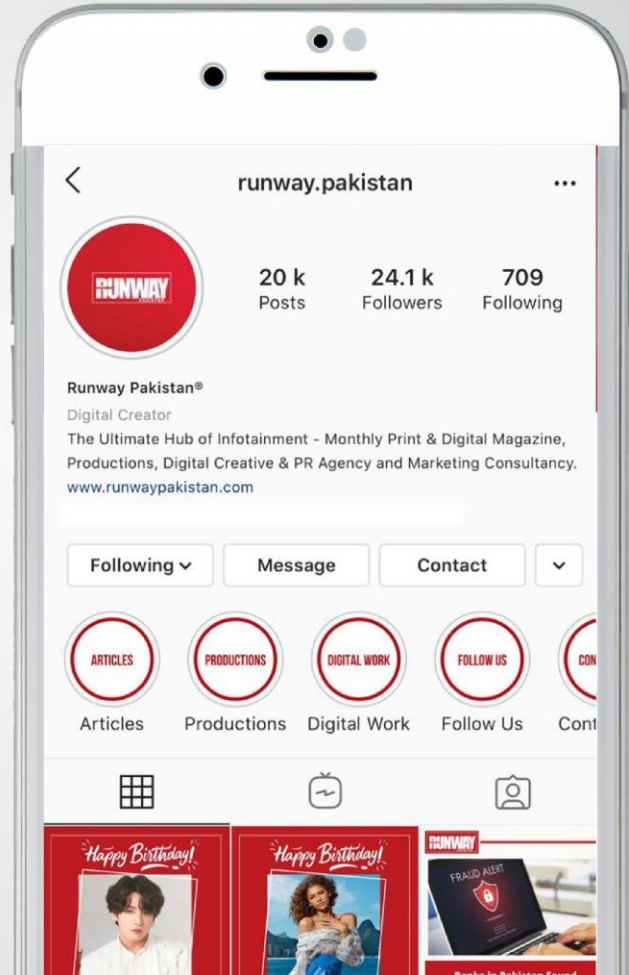
5 Posts
Rs 25,000

10 Posts
Rs 35,000

15 Posts
Rs 45,000

20 Posts
Rs 55,000

All rates are exclusive of taxes and agency commission.



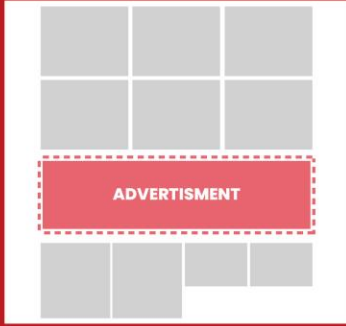
Website

Leaderboard
(Top)



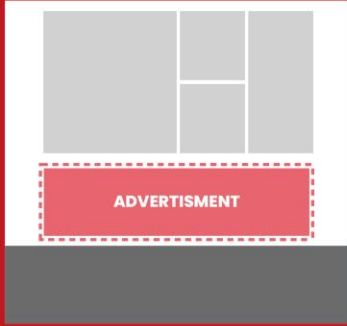
Rs. 200,000/-

Leaderboard
(Center)



Rs. 150,000/-

Leaderboard
(Bottom)



Rs. 100,000/-

Website

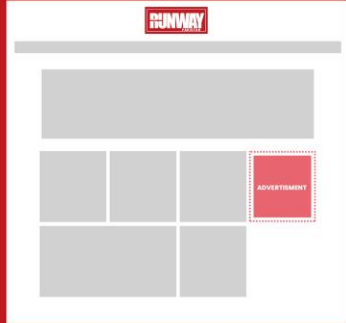
Skycraper



A diagram of a website layout for a 'Skycraper' ad format. It features a header with the 'GUMMARY' logo, a large horizontal banner, and a grid of content blocks. A vertical red box labeled 'ADVERTISEMENT' is positioned on the right side of the grid.

Rs. 120,000/-

Square



A diagram of a website layout for a 'Square' ad format. It features a header with the 'GUMMARY' logo, a large horizontal banner, and a grid of content blocks. A small red box labeled 'ADVERTISEMENT' is positioned on the right side of the grid.

Rs. 75,000/-

Rectangle



A diagram of a website layout for a 'Rectangle' ad format. It features a header with the 'GUMMARY' logo, a large horizontal banner, and a grid of content blocks. A vertical red box labeled 'ADVERTISEMENT' is positioned on the right side of the grid.

Rs. 75,000/-

Discounted Packages

Package 1

1 Blog
2 Facebook Posts
3 Instagram Posts

Rs. 45,000/-

Package 2

3 Blogs
5 Facebook Posts
7 Instagram Posts

Rs. 110,000/-

Package 3

5 Blogs
7 Facebook Posts
10 Instagram Posts

Rs. 179,000/-

Package 4

10 Blogs
12 Facebook Posts
15 Instagram Posts

Rs. 346,000/-

Series Discounts

Paid in Advance

12 Months	30%
06 Months	20%
03 Months	10%

PLEASE NOTE:

Series discounts apply on pre-paid orders only. Series can be altered to suit specific campaign requirements.

All advertising and branding theme/material/creative will be provided by the client or advertising agency. However, if you require help with creating your advert we are happy to assist with the design but charges will separate.

Pre payments are required from all new advertisers.

All payments will be made in favour of
"RUNWAY ADVERTISING PAKISTAN PVT LIMITED"

Get in touch

Let's Get Rolling

Karachi Office:

Suite D-2, 4th Floor, Plot 7C Haryani
Square, 32nd street, Tauheed Commercial,
Phase V, DHA.

Islamabad Office:

Office No.2, 2nd Floor, Islamabad Arcade,
G11 Markaz.

Tel: +9221 3892 3018
Email: info@runwaypakistan.com

Naveed Azhar

Chief Executive Officer
naveed@runwaypakistan.com

Mashal Amir Ali

Director Marketing & Corporate Affairs
mashal@runwaypakistan.com

Thank You!