

IF ITS TECHNOLOGY ITS HERE

efytimes.com serves a premium segment of visitors - people in business. These are people with the purchasing and the decision-making power to buy your products and services. You will certainly influence the technology-savvy experts who drive purchasing decisions today. This brings us to the win-win situation that's possible for you and your firm.

## SITE SNAPSHOT

The screenshot shows the EFYtimes.com website layout. The main content area is a grid of articles. On the left and right sides, there are vertical columns of smaller advertisements and sidebars. Arrows point from text labels to specific elements on the page:

- Omniflag**: Points to the top navigation bar.
- Side Box 1**: Points to a sidebar advertisement on the left.
- Omniflag**: Points to a large banner advertisement at the top of the main content area.
- Side Box 2**: Points to a sidebar advertisement on the right.
- Side Box 3**: Points to a sidebar advertisement on the left.
- Side Box 4**: Points to a sidebar advertisement on the right.
- Side Box 5**: Points to a sidebar advertisement on the left.
- Side Box 6**: Points to a sidebar advertisement on the right.
- Side Box 7**: Points to a sidebar advertisement on the left.
- Side Box 8**: Points to a sidebar advertisement on the right.
- Side Box 9**: Points to a sidebar advertisement on the left.
- Side Box 10**: Points to a sidebar advertisement on the right.
- Omniflag 1**: Points to a large advertisement at the bottom left.
- Omniflag 2**: Points to a large advertisement at the bottom right.
- Omniflag**: Points to a large advertisement at the bottom center.

## Clear your doubts

We already have our own website. Why should we take banners on other sites? There are hundreds of thousands of websites today's visitor can pick from. People tend to be choosy about where they go. So, having a site doesn't mean anything; you need to drive traffic to your site.

There are two ways in which you can achieve this:- advertise in various media, asking people to visit your site; place your banner on a good site.

Clearly, the second option is better because people can go directly to your site without having to jot down your site address or memorise it. But why should we take a banner on efytimes.com?

## But why should we take a banner on efytimes.com?

Basically, you need a site which draws a large number of visitors. This can only be achieved by sites which have content that caters to a large number of people — sites like electronicsforu.com. Our website gives you the additional advantage of being a site which caters mainly to managers and professionals, mostly from India, but also from abroad.

## Ad Rate Card

Type of Ad	Size in Pxl (WxH)	Position	Indian Rupees	US Dollar
Omnilarge	728 x 90	All pages	20000	1000
Omni Long 1	160x 600	All pages	15000	600
Omni Long 2	160x 600	All pages	15000	600
Top Box 1	120 x 60	All pages	10000	500
Top Box 2	120 x 60	All pages	10000	500
Side Box 1	120 x 90	All pages	8000	400
Side Box 2	120 x 90	All pages	8000	400
Side Box 3	120 x 90	All pages	7000	300
Side Box 4	120 x 90	All pages	7000	300
Side Box 5	120 x 90	All pages	6000	200
Side Box 6	120 x 90	All pages	6000	200
Box Ad	300x250	News Page	20000	1000
Omnilarge	728 x 90	News letter	25000	1250

**Ad Material : Only .gif & .jpg format**

## Online Advertising Sales Contact:

EFY Enterprises Pvt. Ltd.

D-87/1, Okhla Industrial Area Phase I,  
New Delhi 110020. INDIA

Email: [itdev1@efyindia.com](mailto:itdev1@efyindia.com)

Office: 00-91-11-2681 0601-03