



TALA PRATTOY

Durga Puja 2023 Branding Proposal



LED Watch - Out - Walk - Through



Details:

- 1) Ultra latest customised audio visual advertising
- 2) Will leave the lasting impression in viewers' mind
- 3) A series of 4 LEDs
- 4) Size of each LED is 20' x 10' (approx.)
- 5) All LEDs are hung from the 'D" shaped double goal post smart truss structure
- 6) LEDs are for day & night viewing
- 7) Ad Duration and Numbers:

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
1 DAY 4 LED 18 HOURS	21600 sec	1080 times
12 DAYS 4 LED 18 HOURS	252900 sec	12960 times

- 8) Display Schedule: 11:00 am to 04:00 pm - 05 hours
05:00 pm to 06.00 am - 13 hours
Per Day - 18 hours
- 9) Company needs to provide only the soft copies of creative AVs. Necessary watch out graphics will be taken care of by tala prattoy graphics team
- 10) 100% viewing catchment of 100% tala prattoy viewers

DETAILED EXPOSURE SHEET

LED Watch - Out - Walk - Through

Cost of per slot Advertisement 5,00,000/-

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*1 Phase – 240 Secs – 4 Mins | 12 Ads – 20 Secs each

COST PER ADVERTISEMENT

TOTAL COST	5,00,000/-
NUMBER OF EXPOSURES	12960 times
COST PER ADVERTISEMENT	38.58/-

*Ad duration 20 Seconds

COST PER CONTACT

TOTAL COST	5,00,000/-
POTENTIAL VIEWERS	96 lakh
PER EYEBALL COST	0.05/-

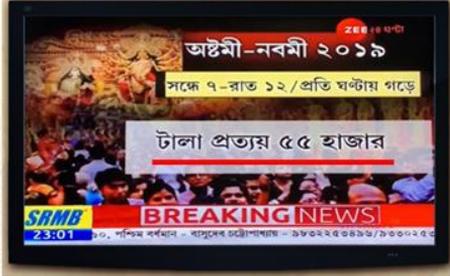
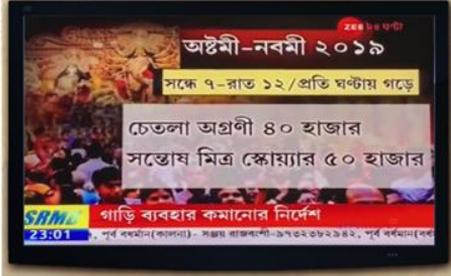
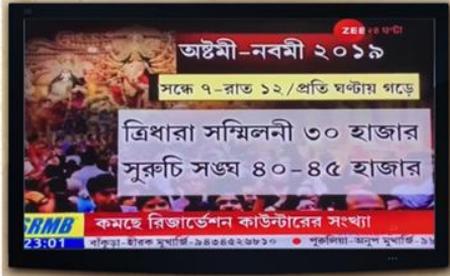
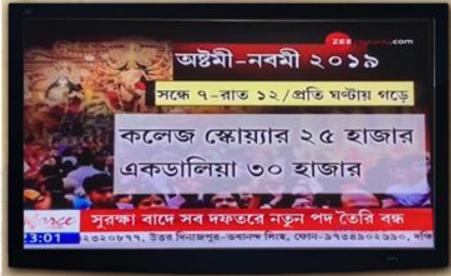
* Approximate Number of viewers in 2022 was 96 lakh
[collected from pictorial crowd density]

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talapratttoy.com

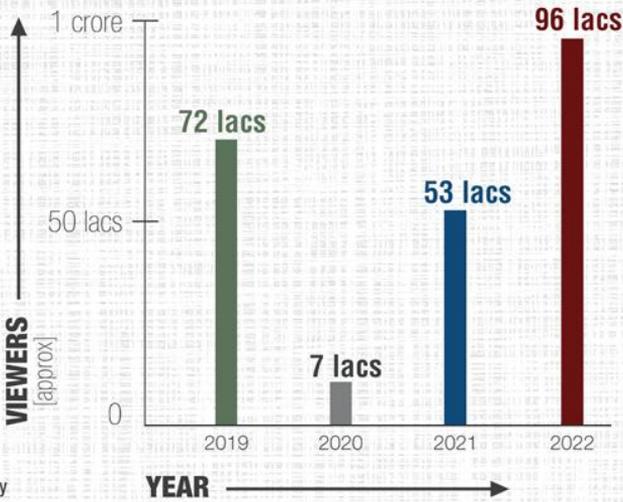
Credential



Courtesy



Visitors Demography



* Number of viewers approximately collected from pictorial crowd density

Recognition



Proud Participant
PREVIEWSHOW2022
of
DURGA PUJA ART
KOLKATA

in partnership with
 unesco

organised by
 massArt

knowledge partner
 BRITISH COUNCIL India/UK Together Season of Culture

and many more ...

OTHER BRANDINGS



1. WALL PANEL 1 PAIR BOTH SIDE (24'X10') 2.NOS – 2,00,000/-
2. OVERHEAD GATE IN PRIME LOCATION – 2,00,000/-
3. OVERHEAD GATE IN STANDARD LOCATION- 1,50,000/-
4. PILLAR IN PRIME LOCATION – 50,000/-
5. PILLAR IN STANDARD LOCATION – 30,000/-
6. DROP DOWN (10'X40') – 2,00,000/-
7. DROP DOWN (8'X16') – 50,000/-
8. PAVILION (3M. X 3M.)
 - A. SUPER PRIME – 75,000/-
 - B. PRIME – 60,000/-
 - C. EXECUTIVE – 50,000/-
 - D. STANDARD – 40,000/-(CATEGORY ARE BASED ON LOCATION)
9. HOARDING (15'X6') IN PRIME LOCATION – 7000/-
10. HOARDING (15'X6') IN STANDARD LOCATION – 4000/-

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