



BR: W206060

13 August 2022

**Opportunity to advertise your offering on The Leader**

Dear Sir/Madam,

The Leader (theleader.lk) is a news portal in Sri Lanka catering to local and diaspora audiences across the world bringing to them the latest local news and political happenings across Sri Lanka.

The Leader is available in Sinhala, Tamil, and English, with all three websites being accessible from theleader.lk

With the rapidly increasing audience size and consumption rates of news and media in the digital sphere, The Leader continues to grow in bounds and leaps in providing its viewers relevant and relatable content.

We have seen a steady increase in audience growth over the past few months and we are pleased to announce that we have accumulated an audience size of over 340,000 users since the beginning of 2022, which is steadily growing alongside over 2 million page views recording since the start of this year.

We would kindly like to bring to your attention that we are offering your esteemed organization the opportunity to advertise on our platform. We offer various banner sizes and locations depending on your budgets and requirements.

The rate card and ad locations and sizes are mentioned below.

We look forward to hearing from you.

Please do not hesitate to contact me for any further information or clarifications.

Thank you.

Your sincerely,

Purnima Muhandiram  
Chief Executive Officer  
The Leader  
ceo@theleader.lk  
Mobile: +94 77 313 3268



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## The Leader: Rate Card 2022

Ad Location	Ad Size (Px / WxH)	Cost Per Month (LKR)	Cost Per Week
Space A	1400 x 80	250,000	65,000
Space B	1400 x 80	175,000	45,000
Space C	900 x 80	100,000	25,000
Space D	395 x 110	60,000	15,000
Space E	395 x 110	50,000	12,500
Space F	395 x 110	40,000	10,000
Space G	395 x 110	30,000	8,000
Space H	900 x 80	20,000	7,000

### **Biz News Rates**

Ad Description	Cost (LKR)
News including 1 image	15,000
News including 5 images	25,000
News including 5 images and 3 second video	40,000
Full news including images and videos	50,000
Interview 2-4 minutes	50,000

### **Normal News Rates**

Ad Description	Cost (LKR)
News including 1 image	10,000
News including 5 images	15,000
News including 5 images and 3 second video	25,000
Full news including images and videos	35,000
Interview 2-4 minutes	50,000

### **YouTube:**

5 second video – 3 days per week: Rs. 10,000

