
About Parinama

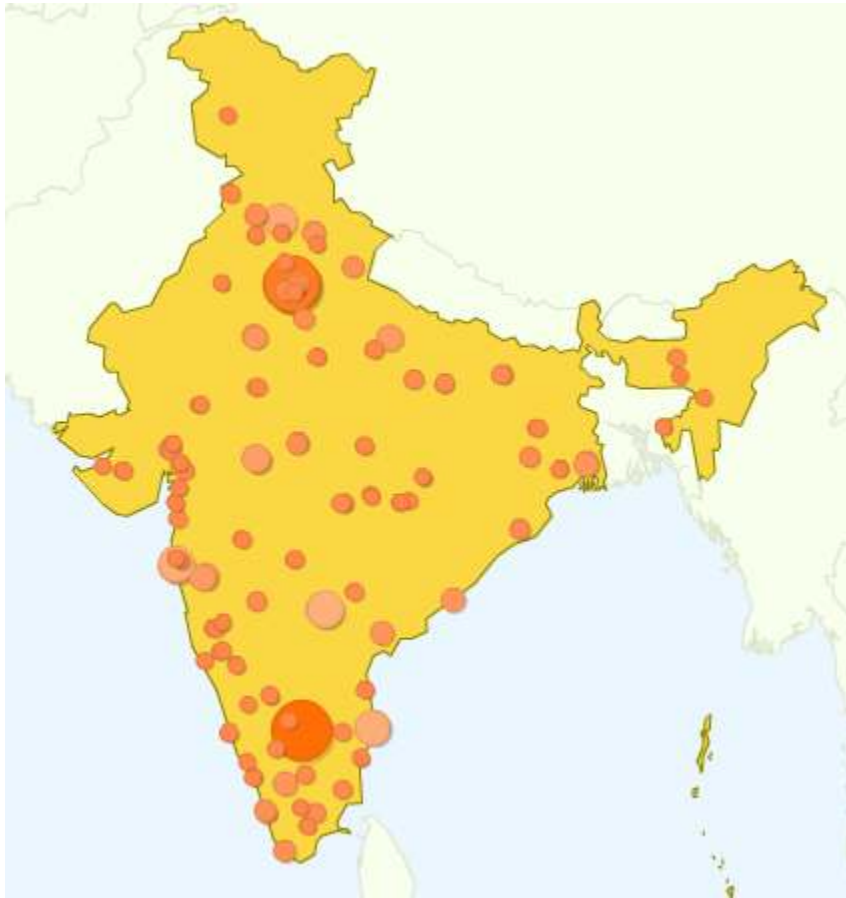
- *Indian Audience students & recent graduates*
- *Top notch blog for results and notification*
- *Half a million page impressions/month*
- *Visitors from all metros & other urban areas*
- *Over 2100 RSS/Email subscribers*
- *Page Rank 4; Alexa Rank < 30,000*

Visitor Profile

- *Age Range 15 to 25 years (mostly male)*
 - *40% of readers in the age range of 22 to 25 years*
 - *25% of readers in the age range of 19 to 21 years*
- *Most of readers visit job & career sites*
 - *48% of readers visit job sites*
 - *43% of readers visit career & test prep sites*
- *Readers use social network sites*
 - *84% of readers visit Orkut*
 - *35% of readers visit Facebook*

Source: User Polls conducted by Parinama

Visitor Profile



- All India Visitors
- 140+ cities
- Top 10 Cities-
 - Bangalore, New Delhi, Hyderabad, Mumbai, Chennai, Indore, Bhopal, Chandigarh, Ahmedabad & Calcutta
- 62% use Internet Explorer & 22% use Firefox

Source: Google Analytics

Who should advertise?

- *University/College (Course Admissions)*
- *Admission Consultants*
- *Test Prep Company (Online & Offline)*
- *Career/Educational Magazine*
- *Job Portals*
- *IT Training Centers*
- *Matrimony & Social Networking*
- *Career Events & Job Fairs*
- *Books & Test Prep Guides*

You will be in Good Company

- **Advertisers of Parinama**
 - **Through DGM Affiliate:** Minglebox, Huges Courses, CREMA & ISIL
 - **Through Adsense:** Amity University, Manipal University, Times Jobs, Monster Jobs, Shines Jobs, TestFunda, TCYOnline, NIIT, Aptech, SOIL University, Shiksha, StudyPlaces & MeritNation



BETA



CLINICAL RESEARCH EDUCATION AND MANAGEMENT ACADEMY



Sikkim Manipal University
Directorate of Distance Education

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Advertisement Options

- *Header Banner (728 x 90) – 1 placement*
 - *Rs.18,000/\$400 per month*
- *Side Bar (300 x 250) – 2 placements*
 - *Row 1: Rs.9000/\$200 per month*
 - *Row 2: Rs.5500/\$125 per month*
- *Side Bar (100 x 100) – 6 placements*
 - *Row 1: Rs.3300/\$75 per month – 3 placements*
 - *Row 2: Rs.2000/\$50 per month – 3 placements*

Banner Ad Details

Parinama
Entrance Exams, University Results & Counseling 2010

HOME COUNSELING ENTRANCE EXAMS EXAM RESULTS NOTIFICATION RECRUITMENT

728 x 90 Header Banner

- Per month Rs 18,000/\$400
- High Visibility
- 0.5 million page impression
- 1 unit available

CET Test Entrance Test

Parinama is the top portal for results, admit cards, counseling, scholarships etc. This website targets readers in the age group of 15 to 25. Parinama gives ample opportunity to place and brand your products or services with potential customers. Our budget ad rates starts at INR 99/USD 2 per day with an average 20,000 ad impressions per day.

Google™
MBA Exam 2
Jobs, RDV

Side Bar Ad Details

The image shows a screenshot of a website with two callout boxes providing details for different ad sizes. The background text includes 'Mizoram Board MBSE publishes HSLC Results 2010' and 'MBA Exam 2010, DRDO SET, Bank Jobs 2010, SBI Bank Jobs, RDVV Jabalpur, KV Sangathan, JNTU Kakinada'.

300 x 250 Side Bar

- 1st row Rs. 9000/\$200 pm
- 2nd row Rs. 5500/\$125 pm
- High Visibility
- 0.5 million page impression
- 2 units available

100 x 100

- 1st row Rs. 3300/\$75 pm
- 2nd row Rs. 2000/\$50 pm
- Medium Visibility
- 0.5 million page impression
- 6 units available

Need more Information?

- We are based out in Trivandrum & Bangalore
- For additional information [***contact@parinama.org***](mailto:contact@parinama.org)

