

# Advertisements Proposal

PRESENTATION



# Background

- 10 years of experience in the Media & Marketing
- Active presence in social media with over 1.46m Facebook fans and over 260k Twitter followers.
- Over 3 million overall audience including social media redirection, search engines and direct visits.
- Actively engaged in 3 language publication including English, Persian and Pashto.

# Where are we present . . .

- Social Media (Facebook, Twitter, Instagram, LinkedIn & YouTube)
- Google News
- Apple News
- Wikipedia
- International News Aggregations i.e newsnow.co.uk
- Global News Syndicates i.e. HT Syndicates, India

# Our Outreach

- Over 3 million monthly visits
- Over 1.46 million Facebook fans
- Over 263K Twitter followers

We re the only FREE (No subscription) English newswire service company in Afghanistan that is widely read by the international community with representation in Afghanistan including the diplomatic missions, embassies, international organizations and NGOs, academic institutions and companies.



# Our Ranking

- Khaama Press ranked #17 in Afghanistan by Alexa (As of Dec 18, 2019) . And among Afghan websites we are in top 3.
- Khaama Press is ranked #31,250 Globally among millions of websites.



# Our SSL Certificate

**Khaama Press** one of the only two organizations in Afghanistan that has managed to get Extended Validation SSL Certificate for the maximum satisfaction and security of its visitors.



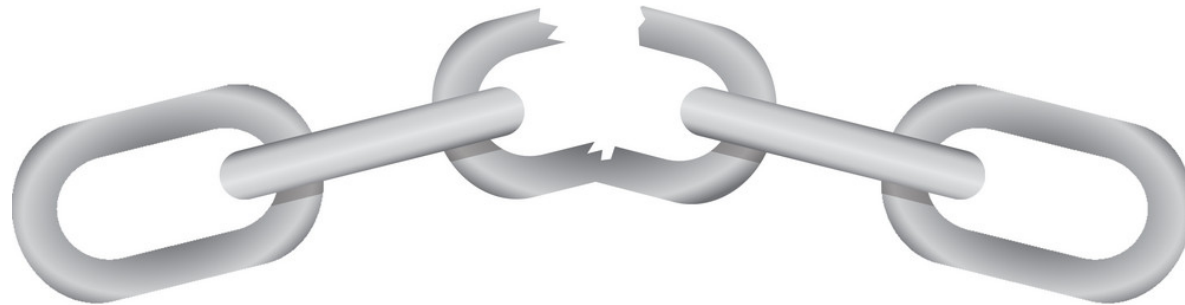
# What makes us different?

- Responsive and user-friendly website
- Active presence in social media with quality contents
- Over 3 million audience
- 24/7 news service with no downtime
- Quick and Accurate
- Trilingual publications
- 100% Independent



# Our Competitors Weaknesses

- Complicated and not user-friendly interface
- Lack of independence
- Service outage in publications.





# Key Objectives

- Boost Sales through the new marketing strategy and advertisements.
- Increase popularity by promoting products through good contents and photo presentations.
- Increase social media followers by promoting the pages.
- Reaching to maximum number of potential customers through direct advertisements.



# Sponsorship Package (KP Business)

## The package Includes:

- Golden Advertisement Space
- News/Events Coverage
- Drafting press releases/Media invitations
- Op-Eds (Opinion Editorials)



Thank you