

Reach an engaged, growing audience across web and social — in English and Hindi.

Nation News is a digital-first newsroom covering India, business, technology, sports and world affairs, with a companion Hindi edition at nationnews.in/hindi/. This kit covers on-site advertising placements and social media promotion across YouTube, Facebook, Instagram and X (Twitter).

2 Editions

ENGLISH + HINDI

7

ON-SITE AD
PLACEMENTS

4

SOCIAL PLATFORMS

24/7

LIVE PUBLISHING

Website Ad Placements

PLACEMENT	WHERE IT APPEARS	FORMAT	PRICE / MONTH
Homepage Top Banner	Below the hero, full width	Image / AdSense	₹15,000
Homepage Feed Card	Mid-feed, between categories	Sponsored / Backlink Card	₹12,000
Article Hero Banner	Top of every article page	Image / Video / AdSense	₹18,000
In-Article Placement	Between paragraphs	Image / Backlink Card	₹10,000
Sidebar Banner	Article page, sticky sidebar	Image	₹8,000
After-Article Block	End of article, before related news	Backlink / Advertorial Card	₹9,000
Mobile Sticky Bar	Fixed bottom bar, mobile only	Image / Video	₹14,000

Video creative on any placement: +₹5,000/month. Sponsored backlink/advertorial published as a standalone article: ₹20,000 per post (one-time). Prices apply per edition (English or Hindi) — running the same placement on both editions: 25% off the second edition.

Social Media Promotion

YouTube

Dedicated sponsored video (60–90 sec)	₹25,000
Brand mention in an existing video	₹12,000
End-card / description link shoutout	₹5,000

Facebook

Sponsored post on Nation News Page	₹6,000
7-day page promotion campaign	₹15,000

Instagram

Sponsored feed post	₹7,000
Story (24 hr, swipe-up link)	₹3,500
Reel	₹10,000

X (Twitter)

Sponsored post	₹4,000
Pinned thread promotion (7 days)	₹8,000

All social pricing is per post/video unless noted. Content is drafted by our team from your brief, or supplied by you — either way it's reviewed before it goes live.

Bundle Packages

Combine website and social placements at a lower blended rate than booking each separately.

Starter

₹18,000 / month

- Sidebar banner (1 month)
- 1 Instagram post
- 1 X (Twitter) post

MOST POPULAR

Growth

₹55,000 / month

- Homepage Top Banner
- Article Hero Banner
- 1 YouTube brand mention
- 2 Instagram posts
- 2 X (Twitter) posts

Enterprise

From ₹1,25,000 / month

- All 7 website placements
- Dedicated YouTube video
- 7-day Facebook campaign
- Instagram Reel + Story
- Pinned X (Twitter) thread
- Both English & Hindi editions

Ready to advertise with Nation News?

Tell us your goals and timeline — we'll put together a custom plan and quote.

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Rates above are indicative starting prices for standard placements and are subject to change based on campaign duration, seasonal demand, creative complexity and audience targeting requested. Multi-month bookings and non-profit/public-interest campaigns may qualify for additional discounts — ask us. All sponsored content is clearly labelled "Advertisement" or "Sponsored" in line with our editorial and advertising-transparency policy (see nationnews.in/ad-choices.php).