

**Dear Mohammed Shafeeq,**

Thank you for using our **NetZero Platform** to measure the carbon footprint generated from your **Product Launch** activity.

We're pleased to provide you with the carbon footprint report, detailing the emissions associated with the mentioned activity.

## Total Carbon Footprint:

<b>TV Ad</b>	18000.00 kgCO <sub>2</sub> e
<b>Newspaper- Full page Ad</b>	2312.50 kgCO <sub>2</sub> e
<b>Magazine</b>	117.14 kgCO <sub>2</sub> e
<b>Podcast</b>	42.96 kgCO <sub>2</sub> e
<b>Polyethylene Banner</b>	0.00 kgCO <sub>2</sub> e
<b>PVC Banner</b>	783.00 kgCO <sub>2</sub> e

**Total = 21327.20 kgCO<sub>2</sub>e**

## Outbound Marketing

	<b>No of copies</b>	<b>Emissions</b>
Newspaper- Full page Ad	100000	2312.50

	<b>No of pages</b>	<b>No of copies</b>	<b>Emissions</b>
Magazine	2	10000	117.14

	<b>Weight (Kgs)</b>	<b>Emissions</b>
PVC Banners	100	783.00

	<b>Ad duration (In Sec)</b>	<b>No of slots</b>	<b>Viewers</b>	<b>Emissions</b>
TV Ad	10	9	100000	18000.00

	Podcast Size (In Mb)	No of Listeners	Emissions
Podcast	100	10000	42.96

	kwh	Emissions
Energy	100	71.60

**For every \$ you spend you are generating 0.85 kgCO<sub>2</sub>e**

We deeply value your commitment to sustainability and appreciate your proactive approach in understanding and mitigating your environmental impact.

If you have any questions or need further assistance on how to reduce the carbon emissions from your activity, please contact us at [info@sirat.earth](mailto:info@sirat.earth).

Best regards,

**Team Sirāt**