



Cuboid Advertisement

"Let your product reach the right customer at the right time"

IRCTC offers a wonderful opportunity to reach out to an exclusive customer base of over 10.5 Crore Creditworthy, Internet savvy users spread across the country and all over the world. Along with options for the advertisements to targeted & non-targeted user base. IRCTC also offers extremely focused targeting of various sections of our user base such as Age, Sex, Class of travel, ticket status, source station, destination station, ticket status, scheduled arrival & departure time etc. and many more permutations & combinations.

Advertisement through Cuboid:

Cuboid Widget is a 3-D rotational cube with features to display – commercial/ informative high definition media content like News, Cricket Score, Promotional Ad Campaigns, User Info, Alerts etc. It is a floating cube, which can be moved by the user by dragging anywhere on the screen. It has a cross button/minimize or hide button so that it can be changed as per user convenience. Upon clicking the commercial /informative link, it may be redirected to specified URL (if applicable).

Creatives and advertisement clashing with the IRCTC Interest or as per IRCTC Blocked Category ("Annexure A") will be summarily rejected.

1. **Cuboid Location and Sizes-** IRCTC may add/modify Cuboid size/location on IRCTC Website only at the discretion of IRCTC.

For More Details, Please Send your Queries on Business@irctc.co.in/Marketing@irctc.co.in