



इंडियन रेलवे कैंटरिंग एण्ड टूरिज्म कॉरपोरेशन लिमिटेड
(भारत सरकार का उद्यम-मिनी रत्न)
INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.
(A Govt. of India Enterprise-Mini Ratna)

CIN-L74899DL1999GOI101707" E-mail : info@irctc.com Website : www.irctc.com

Digital Banner Advertisement on IRCTC Website and Mobile App

IRCTC with a credible user base of more than 7 Crores offers advertisers/companies/organizations an opportunity to showcase/display their products and services on IRCTC Digital Platform.

IRCTC has more than 20 prominent ad locations on IRCTC Website and Mobile APP with different rates and sizes offered on eCPM (Per thousand impressions displayed) rate, Roadblock rates and Bulk Impressions eCPM rate.

The promotional campaign on IRCTC platform can be run on advance payment basis as per Purchase Order issued on the finalized ad locations/ad inventories on the finalized rates as per rate card of IRCTC.

The campaign is made live within 24 hours of successful payment done by the advertiser to IRCTC.

The advertisement display is subject to final availability selected of Ad slots on IRCTC Website and Mobile App. If the selected Ad slots are not available, the Advertisers can choose to run their campaign on alternate available banners with same rates.

The modification of creatives frequently for ad display or pausing of ongoing campaign is generally not allowed, however in special cases, it may be allowed, but, it is solely on the discretion of IRCTC to allow such exemptions/relaxations. The following is the pricing model for Banner Advertisement

Advertisement Disclaimer

The IRCTC websites and mobile Apps may contain advertisements of products and services that are provided by third parties. We make no representations or warranties about the suitability of such products or services referenced in these advertisements for any purpose. Our inclusion of such products and services does not constitute their recommendation or endorsement. When you click on an advertisement, you will be taken to a third-party website that is not controlled or managed by us. We do not control such websites nor the practices of such websites.

पंजीकृत एवं कॉरपोरेट कार्यालय : 11 वां तल, स्टेट्समैन हाऊस, बी-148, बाराखम्बा मार्ग, नई दिल्ली-110 001 दूरभाष : 011-23311263-64 फैक्स : 011-23311259

Regd. & Corp. Office : 11th Floor, Statesman House, B-148, Barakhamba Road, New Delhi-110 001 Tel.: 011-23311263-64 Fax : 011-23311259

IT Deptt. : Internet Ticketing Center, IRCA Building, State Entry Road, New Delhi-110055, Tel. : 011-23345804, 23345805 Fax : 011-23741117



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IRCTC Website(www.irctc.co.in) Top Ad Units New Traffic and Rates (All prices in INR) :: (w.e.f 10.01.2023)								
SN	Ad unit	Max Ad Size	Average Daily Traffic (+/- 20%, in Millions)	eCpm	Roadblock Campaign Rates /Days			
					1 Day	2-5 Day	6-10 Days	>10 Days
1	GPT_NWEB_HOME_TOP	1200*250	2.80	120	354,000	315,000	256,000	197,000
2	GPT_NWEB_HOME_TOP1	970*90	2.80	120	354,000	315,000	256,000	197,000
3	GPT_NWEB_TRAIN_LIST_CENTER	970*90	2.24	100	199,000	177,000	144,000	111,000
4	GPT_NWEB_TRAIN_LIST_LEFT	300*250, 300*600	2.50	120	300,000	270,000	230,000	180,000
5	GPT_NWEB_TRAIN_LIST_LEFT_2	300*250, 300*600	2.23	100	240,000	200,000	170,000	120,000
6	GPT_NWEB_TRAIN_LIST_TOP	970*250	2.70	120	354,000	315,000	256,000	197,000
7	GPT_NWEB_LOGIN_TOP	640*480	1.14	120	250,000	230,000	200,000	150,000
8	GPT_NWEB_TRAIN_LIST_BOTTOM	970*90	2.80	100	250,000	210,000	180,000	150,000
9	GPT_NWEB_HOME_CENTER	970*90	2.35	100	149,000	133,000	108,000	83,000
10	GPT_NWEB_HOME_RIGHT_BOTTOM	300*600	2.45	100	100,000	89,000	72,000	56,000
11	GPT_NWEB_HOME_UPCOMING_JOURNEY_RIGHT1	300x250	1.50	100	230,000	190,000	160,000	140,000
12	GPT_NWEB_PASSENGER_BOTTOM	970*90	0.40	80	50,000	40,000	35,000	30,000
13	GPT_NWEB_PASSENGER_RIGHT1	300*250, 300*600	0.40	80	50,000	40,000	35,000	30,000
14	GPT_NWEB_PASSENGER_TOP	1200*250	0.40	80	80,000	70,000	60,000	50,000
15	GPT_NWEB_REVIEW_BOOKING_BOTTOM	728*90	0.30	80	50,000	40,000	35,000	30,000
16	GPT_NWEB_REVIEW_BOOKING_RIGHT	300*250, 300*600	0.37	80	80,000	70,000	60,000	50,000
17	GPT_NWEB_REVIEW_BOOKING_TOP	1200*250	0.37	100	50,000	40,000	35,000	30,000
18	GPT_NWEB_LOGOUT_TOP	1200*250, 640*480	0.22	100	80,000	70,000	60,000	50,000
19	GPT_NWEB_PAYMENT_TOP	1200*250	0.28	100	80,000	70,000	60,000	50,000
20	GPT_NWEB_BOOKED_TKT_HISTORY_RIGHT	300*250, 300*600	0.31	100	80,000	70,000	60,000	50,000
21	GPT_NWEB_PAYMENT_BOTTOM	970*90	0.25	60	50,000	40,000	35,000	30,000
22	GPT_NWEB_PAYMENT_RIGHT	300*250	0.19	60	50,000	40,000	35,000	30,000
23	GPT_NWEB_CONFIRMATION_TOP	1200*250	0.03	120	50,000	40,000	25,000	15,000
24	Captcha All Pages on Web and App Combo	300x250	2.10	120	180,000	150,000	140,000	120,000



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IRCTC Mobile App (Top Banner) Traffic and Rate Revision (All prices in INR) :: (w.e.f 10.01.2023)

SN	Ad unit	Average Daily Traffic (-/+ 20%, in Millions)	eCpm	Roadblock Campaign Rates /Day			
				1 Day	2-5 Days	6-10 days	>10 days
1	NM_DASHBOARD_BOTTOM_300X250	6.5	150	494,000	396,000	322,000	247,000
2	NM_LOGIN_PIN_BOTTOM_320X50	2.5	120	200,000	180,000	160,000	130,000
3	NM_VERIFY_USER_TOP_300X250	2.3	120	320,000	280,000	230,000	160,000
4	NM_TRAINSEARCH_BOTTOM_300X250	6.2	120	470,000	370,000	300,000	230,000
5	NM_TRAIN_LIST_TOP_320X50	6.4	120	470,000	370,000	300,000	230,000
6	NM_TRAIN_LIST_CENTER_320X50	24.6	150	600,000	500,000	400,000	300,000
7	NM_TRAIN_LIST_BOTTOM_300x250	5.6	100	450,000	330,000	280,000	190,000
8	NM_ROUTE_MAP_BOTTOM_300X250	5.3	120	450,000	330,000	280,000	190,000
9	NM_SELECT_STATION_BOTTOM_300X250	3.5	120	400,000	350,000	300,000	250,000
10	NM_DASHBOARD_INFO_BOTTOM_300X250	3.8	120	350,000	300,000	250,000	200,000
11	NM_MY_BOOKING_TOP_320X50	1.9	100	180,000	160,000	140,000	120,000
12	NM_MY_BOOKING_BOTTOM_300X250	1.6	100	180,000	160,000	140,000	120,000
13	NM_PAYMENT_BOTTOM_300X250	0.8	100	120,000	100,000	80,000	70,000
14	NM_LOGIN_BOTTOM_320X50	0.6	60	120,000	100,000	90,000	80,000
15	NM_PNR_ENQUIRY_BOTTOM_300X250	0.4	100	57,000	50,000	45,000	40,000
16	NM_PNR_ENQUIRY_TOP_320X50	0.3	100	57,000	50,000	45,000	40,000
17	NM_PNR_RESULT_TOP_320X50	0.3	100	57,000	50,000	45,000	40,000
18	NM_PNR_INTERSTITIAL_320X480	0.26	100	120,000	100,000	80,000	70,000
19	NM_ADD_PASSENGER_BOTTOM_320x50	0.9	100	130,000	110,000	90,000	70,000
20	NM_TRAIN_FILTER_BOTTOM_320X50	3	100	250,000	190,000	170,000	160,000
21	NM_PASSENGER_CENTER_300X250	1.3	80	130,000	119,000	110,000	90,000
22	NM_EXISTING_PASSENGER_LIST_BOTTOM_320X50	1	60	120,000	100,000	80,000	70,000
23	NM_BOOKING_TICKET_DETAIL_CENTER_300X250	1	60	120,000	110,000	100,000	80,000
24	NM_MY_BOOKING_CENTER_320X50	0.9	60	120,000	110,000	100,000	80,000
25	NM_MY_TRANSACTION_BOTTOM_300X250	0.8	80	59,000	55,000	50,000	45,000



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