

# Online Advertisement Tariff (2026)

## Pakistan Construction & Quarry (PCQ)

### 1. Display Banner Advertising (Monthly)

These banners appear across the website, including the homepage, latest news, and project update sections.

Ad Position	Size (Pixels)	Monthly Rate (PKR)	Monthly Rate (USD)
Top Leaderboard (Header)	728 x 90	45,000	\$250
Sidebar Premium (Above Fold)	300 x 250	35,000	\$200
In-Article Banner (Mid-Content)	728 x 90	30,000	\$150
Sidebar Sticky (Fixed on Scroll)	300 x 600	40,000	\$220
Bottom Leaderboard (Footer)	728 x 90	20,000	\$100

### 2. Sponsored Content & Native Ads

High-impact options for businesses wanting to showcase technical expertise or project success.

Service Type	Description	One-Time Fee (PKR)	One-Time Fee (USD)
Sponsored Feature Article	800+ words + 3 images + Backlinks. Stays in "Featured" section for 1 month.	50,000	\$300
Press Release	Product launch or company news announcement.	25,000	\$150
B2B Interview	Interview with a CEO/Director featured in the "Interviews" category.	60,000	\$350
Company Spotlight	1-week sticky placement on the Homepage.	35,000	\$200

### 3. Digital Magazine Advertising (**Inactive**)



PCQ is primarily a magazine; these rates apply to the digital flipbook/PDF version read by subscribers.

Ad Size	Position	Rate per Issue (PKR)	Rate per Issue (USD)
Full Page	Inside Pages	40,000	\$250
Double Page Spread	Center Fold	70,000	\$400
Back Cover	Premium	80,000	\$500
Inside Front/Back	Premium	55,000	\$350

## 4. Directory & Special Categories

For heavy machinery sellers and consultants who want long-term visibility.

Option	Features	Annual Rate (PKR)	Annual Rate (USD)
Premium Business Listing	Logo, Contact, Map, and Link in "Machinery" or "Consultants" directory.	100,000	\$600
Verified Supplier Badge	Added trust for international businesses.	25,000	\$150

## 5. Combo Packages (Best Value)

Package	Includes	Monthly Rate (PKR)	Monthly Rate (USD)
Starter Pak	1 Sidebar Ad + 1 Press Release	50,000	\$300
Professional	1 Leaderboard + 1 Sponsored Article + Social Media Post	80,000	\$450
Global Reach	Leaderboard + Sidebar + Monthly Feature + Newsletter Mention	120,000	\$700

## Technical Specifications

- **Formats:** JPG, PNG, or GIF (Static). For video ads, MP4/YouTube link.
- **Resolution:** 72 DPI for web.
- **Submission:** Material must be provided 3 days before the campaign start date.



## Terms & Conditions

1. **Payment:** 100% advance for monthly/one-time ads. 50% advance for annual listings.
2. **Account details for payment:**
  - Account Title: **POTOHAR PUBLISHING COMPANY PRIVATE LIMITED**
  - Account No: 0306 0106225510
  - IBAN: PK45MEZN0003060106225510
  - Bank: MEEZAN BANK LIMITED
3. **Duration:** Minimum booking period is 1 month.
4. **Agency Commission:** 15% discount for registered advertising agencies.
5. **Reporting:** Basic monthly impressions/click reports provided for display ads.

## Why PCQ?

- **Highly Targeted:** 100% of the audience is involved in Construction, Mining, and Quarrying.
- **B2B Hub:** Direct access to Decision Makers, Contractors, and Project Managers in Pakistan.
- **Global Exposure:** Trusted by international machinery manufacturers for regional entry.
- **SEO Advantage:** Backlinks from a niche authority site like [www.pcq.com.pk](http://www.pcq.com.pk) boost the advertiser's own website ranking.

For Advertisement, Contact

Athar Aamir

Manager Marketing

Pakistan Construction & Quarry (PCQ)