



ସତ୍ୟ, ସମାଜ ଓ ଜନହିତ ପାଇଁ ଆମର ପ୍ରୟାସ

AAMAR PRAYAS

Odia daily newspaper.

Connecting Communities • Creating Opportunities • Delivering Value

ABOUT AAMAR PRAYAS

AAMAR PRAYAS is a growing media, communication and community-oriented platform focused on creating meaningful connections between youth, student, **readers, businesses, institutions, advertisers and the wider community**. Our reporters network and digital penetration level encapsulate all the **30 districts and 314 Blocks** of Odisha to establish a healthy, vibrant, dynamic and effective eco system to ensure true representation of media coverage and to cherish our journey.

We have a base of **3.5 lacs active digital e PDF readers, 2000+ daily unique active readers addition to our web page, more than 10000 physical paper subscribers**. We are relentlessly expanding our penetration to represent at Smallest possible administrative units at **Gram Panchayat level** (6000 + bodies / units) through our reporters' network to represent and serve the Society at grassroot level.

Our objective is to build a platform where **information, visibility, business promotion and community engagement** come together to create measurable value for our stakeholders and society at large.

Through our publication, digital communication initiatives, advertising solutions and membership programmes, AAMAR PRAYAS aims to provide businesses and institutions with an effective platform to reach their desired audience.

OUR VISION

To become a trusted and influential platform for information, communication, business promotion and community engagement in Odisha.

We aspire to build a strong ecosystem where:

Readers → Businesses → Institutions → Advertisers → Community

are connected through credible content, effective communication and innovative promotional opportunities.

OUR MISSION

- To provide **relevant and engaging information** to our audience.
 - **We intent and prioritize to become No 1 voice of Odisha.**
 - To create an effective platform for **business and institutional communication**.
 - To offer advertisers **affordable and measurable visibility solutions**.
 - To develop innovative **print + digital advertising opportunities**.
 - To build a valuable **membership and loyalty ecosystem**.
 - To support local businesses, professionals and institutions in reaching their target audience.
 - To continuously introduce new promotional opportunities that create value for both advertisers and readers.
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OUR MEDIA & PROMOTIONAL ECOSYSTEM

PUBLICATION

A platform for news, information, features, announcements, business communication and community-oriented socio-economic content and create awareness amongst all segment of society on education, health, finances and opportunities.

DIGITAL / E-PDF

Digital editions and electronic distribution provide advertisers with an additional opportunity to reach audiences beyond traditional physical circulation. We have a base of **3.5 lacs active digital e PDF readers , 2000+ daily unique active reader addition in our web page, more than 10000 physical paper daily reader.**

ADVERTISING

Flexible advertising formats designed for **retailers, corporates, institutions, professionals, political/public representatives, events and service providers.**

MEMBERSHIP

A structured annual membership programme designed to provide members with exclusive benefits, discounts, offers and promotional opportunities.

BUSINESS CONNECT

Opportunities for businesses to improve visibility, generate enquiries and connect with potential customers at affordable price and help with **push based lead generation**.

ADVERTISING SOLUTIONS

AAMAR PRAYAS provides advertising opportunities across multiple formats:

Advertising Solution	Key Advantage
Full Page Advertisement	Maximum visibility
Half Page Advertisement	Strong brand presence
Quarter Page Advertisement	Cost-effective visibility
Special Position Advertisement	Enhanced attention
E-PDF Advertisement	Digital accessibility & shareability
Institutional Advertisement	Corporate / organisational communication
Event Promotion	Targeted campaign visibility
Festival Campaign	Seasonal customer engagement
Product / Service Promotion	Direct business communication
Membership Promotion	Customer retention & loyalty

WHY ADVERTISE WITH AAMAR PRAYAS?

01 — MULTI-PLATFORM VISIBILITY

Combine **physical publication and digital/e-PDF communication** to extend campaign reach.

02 — FLEXIBLE ADVERTISING

Multiple sizes, positions and campaign options allow advertisers to select solutions according to their budget.

03 — LOCAL CONNECT

Strong emphasis on connecting advertisers with the **local community and relevant audiences**.

04 — COST EFFECTIVE

Designed to provide businesses with meaningful visibility without requiring excessively large advertising budgets.

05 — BUSINESS-ORIENTED

Our objective is not merely to display an advertisement but to create opportunities for **visibility, enquiry and customer engagement**.

06 — MEMBERSHIP ECOSYSTEM

Our membership programme creates an additional avenue for businesses to participate in a broader customer-benefit ecosystem.

AAMAR PRAYAS MEMBERSHIP PROGRAMME

Our annual membership programme is designed to create a **long-term relationship between AAMAR PRAYAS, members and participating businesses**.

Potential Member Benefits

- Member-only offers and discounts
- Partner-shop discounts
- Healthcare & diagnostic benefits
- Restaurant & food offers
- Travel & hotel offers

- Priority customer support
- Birthday / anniversary benefits
- Priority invitations to selected AAMAR PRAYAS events
- Advertising benefits
- Business directory visibility
- Lead-generation support
- Promotional opportunities
- Credit / benefit adjustment against eligible advertising orders

OUR VALUE PROPOSITION

ONE PLATFORM. MULTIPLE OPPORTUNITIES.

AAMAR PRAYAS aims to provide a combination of:

PRINT VISIBILITY

+

DIGITAL REACH

+

BUSINESS PROMOTION

+

MEMBERSHIP BENEFITS

+

CUSTOMER ENGAGEMENT

+

SEASONAL OFFERS

This integrated approach allows advertisers to move beyond conventional advertising and participate in a wider **business & community engagement ecosystem**.

WHO CAN PARTNER WITH US?

CORPORATES

Brand communication • Product launches • CSR communication • Institutional announcements

RETAILERS & BUSINESSES

Local advertising • Offers • Customer acquisition • Festival campaigns

HEALTHCARE

Hospitals • Clinics • Diagnostics • Healthcare campaigns

HOSPITALITY

Hotels • Restaurants • Travel • Tourism

EDUCATION

Schools • Colleges • Coaching institutions • Skill-development organisations

PROFESSIONALS

Consultants • Financial services • Legal services • Real estate • Insurance

INSTITUTIONS & ORGANISATIONS

Public notices • Events • Announcements • Awareness campaigns

EVENTS & CAMPAIGNS

Festivals • Exhibitions • Public programmes • Promotional campaigns

OUR COMMITMENT

We believe that successful media is **not only** about **publishing information**.

It is about creating:

REACH

Getting your message in front of the audience.

VISIBILITY

Making your brand noticed.

ENGAGEMENT

Creating interaction with potential customers.

VALUE

Providing measurable benefits to advertisers and members.

RELATIONSHIP

Building long-term connections within the community.

PARTNER WITH AAMAR PRAYAS

Advertise • Promote • Engage • Grow

Whether you are a small business looking for affordable local visibility, a corporate organisation planning a campaign, an institution communicating with the public, or a brand seeking broader community engagement, **AAMAR PRAYAS offers a flexible platform for collaboration.**

Looking forward to collaborating and enriching your experience.

AAMAR PRAYAS

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