

Proposal for Advertising on DSCI Website www.dsci.in

DATA SECURITY COUNCIL OF INDIA

A **NASSCOM**[®] Initiative

About DSCI

Data Security Council of India (DSCI), a section 25 not-for-profit company, was setup by NASSCOM®, to promote data protection, develop security and privacy codes & standards and encourage the IT/BPO industry to implement the same.

DSCI is engaged with the Indian IT/BPO industry, their clients worldwide, Banking and Telecom sectors, industry associations, data protection authorities and other government agencies, in different countries. It organizes data protection awareness seminars, workshops, projects, interactions and other necessary initiatives for outreach and public advocacy.

DSCI Website

DSCI website acts as the first touch point for all the stakeholders in Data Protection. It enumerates DSCI's industry wide initiatives and public advocacy endeavors, and provides a common ground for shaping the data protection posture of Indian companies.

- A single point stop for information and updates on the following:
 - Global data security and privacy trends
 - Thought leadership programs and literature on data protection including the annual surveys, studies and reports, and DSCI's initiatives for all its stakeholders.
 - The Threat Meter highlighting the critical vulnerabilities and security alerts in constantly evolving threat landscape
 - DSCI Frameworks: DSF© and DPF©
 - Details on DSCI's events
 - DSCI programs for security solutions vendors, Law Enforcing Agencies, academia, and industry benchmarking program
- DSCI website is regularly referred by **top decision makers/influencers of security and privacy industry including the CXO community.**
- It also contains critical information for crisis management across major cities in India

Why DSCI Website

DSCI website provides a dynamic and evolving landscape of information, knowledge and latest updates on data protection, programs for its over 500 member companies and over 1000 regional chapter members, academics, law enforcement agencies, government entities and security solutions providers, and regular updates on DSCI publications, surveys, reports and events for industry and government.

Niche Player

- DSCI operates in a niche vertical of data protection and caters to a specific set of audience
- A repository of information and knowledge on data protection
- Within its vertical, caters to all the stakeholders including industry, government, law enforcing agency and individuals

Reach

- The website receives visitor from across the globe including countries like **US, UK, European countries, Japan etc.**
- No of visitors every month average **223847**
- No of unique visitors every month average **3500**
- Highly optimized website for search and appears high on Google™ for search pertaining to data security, data privacy, cyber security etc.
- The website has been ranked **5/10** by Google as per January 2011 statistics
- The website is linked to DSCI's Twitter and Facebook account

Advertisers also have an opportunity to have their White Papers/ Collaterals hosted on the DSCI website and DSCI portal for its chapter members across India

DSCI Website and Statistics

Month	January 2011	Most visited
Hits	145672	Home Page
Pages	38710	Knowledge Corner
Number of visits	4276	Events Page
Unique visitors	2386	

Avg time spent on the site	4 minutes
No. of page viewed per visit	4.8 unique pages (average)

The screenshot shows the DSCI website homepage with various sections including 'Our Objectives', 'Upcoming Events', and 'What's New?'. A blue arrow points to a placeholder for an advertisement banner.

Countries		Pages
India	in	27846
United States	us	5800
Great Britain	gb	619
China	cn	442
Romania	ro	354
Unknown	ap	274
Taiwan	tw	252
France	fr	214
European country	eu	214
Netherlands	nl	188
Australia	au	183
Canada	ca	174
Japan	jp	169
Malaysia	my	162
Singapore	sg	160
Turkey	tr	147
Hong Kong	hk	144
Germany	de	115



Place for Home Page ad

A NASSCOM® Initiative

FAQs

➤ Who can place ads

- ✓ Security Vendor companies – Products, Services
- ✓ Audit Firms / Law Firms, etc.
- ✓ IT Services companies
- ✓ Cyber forensic companies



➤ What are the acceptable formats for the ads

- ✓ .JPEG
- ✓ Flash

➤ Can I submit more than one ad

- ✓ Yes, different ads from the same organizer can appear on the same slot at 50% extra charge
- ✓ Different ads on different slot from the same organizer will be treated as distinct ads. Please contact us for the combo rates.

➤ How many ads can appear in the same slot

- ✓ A maximum of four (these will be rotating)

Costing

Section	Link	Banner size	Rate (per month)
Home Page	http://www.dsci.in/	243x112 pixels	Rs. 75,000
DSCI Framework	http://www.dsci.in/taxonomypage/3	243x112 pixels	Rs. 60,000
Programs	http://www.dsci.in/taxonomypage/12	243x112 pixels	Rs. 60,000
Membership	http://www.dsci.in/taxonomypage/105	243x112 pixels	Rs. 60,000
Knowledge Corner	http://www.dsci.in/taxonomypage/226	243x112 pixels	Rs. 60,000

If you wish to place your ads on multiple sections, please contact us and we will offer the combo rates.

Terms & Conditions

- The ad banner creative has to be provided by the advertiser
- Advertiser cannot change the artwork between the period of one month
- The size of the .JPEG banner has to be less than 100Kb
- The size of the Flash banner has to be less than 1Mb
- DSCI does not track hits of the banner
- 100% payment has to be made in the advance
- Service Tax as applicable will be charged
- In case of a dispute DSCI has the right to remove the advertisement
- DSCI reserves the right to following
 - Approve or reject a advertisement proposal
 - Order of advertisements in case of multiple advertisements

Contact

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Visit

www.dsci.in

Thank You