BB NEWS International

www.bbnewsin.com

THE BREAKING BULLETIN NEWS AGENCY

BB News *International*

GLOBAL MEDIA & ADVERTISING
PARTNERSHIP BOOKLET

2026 – 27

Global news. Institutional credibility.
International reach.

WASHINGTON, D.C. · NEW DELHI

BREAKING FIRST. VERIFYING ALWAYS.

A NOTE TO OUR PARTNERS

In an era of algorithmic noise, decision-makers do not scroll. *They verify.*

BB News International is a Washington, D.C.–headquartered news agency built around the breaking bulletin: fast, verified reporting on geopolitics, global trade, finance, technology and the relationship between India and the United States.

This booklet sets out how organisations may stand beside that reporting, through display placements, newsletter inserts, sponsored features, coverage partnerships and retargeting, with editorial independence protected at every step.

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I · THE PROPOSITION

News moves markets. *Be there when it breaks.*

Headquartered in Washington, D.C. and reporting across 244 countries and territories, BB News International delivers fast, verified intelligence on geopolitics, global trade, India–U.S. relations, finance and technology.

01

The halo of trust

Strict editorial verification, published standards and a transparent corrections record place your brand beside journalism that leaders rely on.

02

Focused share of voice

A clean bulletin architecture with limited, capped inventory commands genuine reader attention rather than competing for it.

03

Cross-border leverage

Distribution in 12 languages connects one message to North American policy hubs and to fast-growing South Asian and international markets.

II · EDITORIAL REACH

Reporting *without borders.*

Every desk is built for readers who act on what they read. Coverage is timestamped, sourced and published with its verification status.

01
World
Geopolitics, diplomacy, summits and multilateral institutions

02
India
Politics, policy and the India–U.S. relationship

03
Politics
Government, public policy and U.S. politics

04
Business
Trade, investment, markets and emerging economies

05
Technology
Innovation, regulation and emerging industries

06
Science
Research, energy and the discoveries shaping policy

07
Photo Stories & Videos
Visual reporting from around the world

08
Special Coverage
Marquee hubs: US Elections 2026 and Global Impact

GLOBAL VIEW

Americas · Europe · Africa · Asia Pacific · Middle East

Explore the places shaping today's news, with dual-timezone (ET and IST) updates bridging North America, Europe, the Gulf and Asia.

III · AUDIENCE & SCALE

Zero passive *scrollers.*

BB News International readers track market-moving developments, policy shifts and breaking dispatches as they happen.

1M+	250K+	100K+	20K+
MONTHLY WEBSITE VIEWS	MONTHLY UNIQUE SUBSCRIBERS	MONTHLY PAGE IMPRESSIONS	SOCIAL MEDIA FOLLOWERS

WHO READS BB NEWS INTERNATIONAL

01 Policy & institutional leaders

Government agencies, embassies, trade bodies and international organisations tracking Washington, D.C. and global diplomatic corridors.

02 C-suite executives & investors

Business leaders and investors monitoring cross-border trade, technology regulation, energy policy and emerging markets.

03 Global diaspora & professionals

Researchers, journalists, academics and professionals seeking verified dispatches in multiple languages.

Readership is concentrated in Washington, D.C., India, Europe and Asia Pacific, spanning government, finance, technology, energy and trade.

Figures as supplied by BB News International, 2026.

IV · THE PLATFORM

Two channels, one *trusted environment.*

WEBSITE

bbnewsin.com

HOME PAGE

Lead story, Top Stories, US Elections 2026 hub, Trending

NEWS LIST

Reporting by subject: World, India, Politics, Business, Technology

STORY PAGE

In-depth reporting with verification status, corrections and sources

ARCHIVE

Find news by date and follow how a story developed

GLOBAL VIEW

Country and territory coverage across every region

NEWSLETTER

The Dispatch

FREQUENCY

Daily Dispatch + live breaking alerts

AUDIENCE

Policymakers, investors, industry leaders, institutional and general readers

COVERAGE

World, India, Politics, Business, Technology, Science

REACH

250,000+ monthly unique subscribers

244	12	ET · IST	Daily
COUNTRIES & TERRITORIES	LANGUAGES	DUAL-TIMEZONE	DISPATCH + ALERTS

V · TWO WAYS TO PARTNER

A partnership, *not just a placement.*

Two distinct commercial categories, with a clear separation between paid content and independent editorial decisions.

A

Advertising & Brand Partnerships

VISIBILITY FOR BRANDS AND ORGANISATIONS

- Website display placements across Home, News List and News Detail
- Newsletter banner and story inserts in The Dispatch
- Sponsored brand features, clearly labelled
- Digital programmatic retargeting
- Campaign landing pages

B

Institutional & Editorial Partnerships

SUSTAINED ASSOCIATION WITH INTERNATIONAL COVERAGE

- Special coverage and event partnerships
- Summit, forum and conference coverage
- Special report and thematic sponsorships
- Knowledge & research partnerships
- Annual corporate and institutional programmes

Every programme is governed by written deliverables, publication terms and transparent sponsorship identification.

VI · SIGNATURE IMPACT PACKAGES

Engineered for *market dominance.*

Own the reader journey from the front page to the final paragraph. Monthly rates in USD.

FLAGSHIP

The Global Takeover

- Home Page Skyscraper
- News List Skyscraper
- News Detail Tower

Full-funnel presence: capture every visitor at entry, follow them through category feeds, and close inside full articles.

$5,104
PER MONTH

Front-Page Authority

- Home Page Skyscraper
- Home Page Tower

An unmissable first impression: the top banner and primary vertical canvas on our highest-traffic landing page.

$4,261 PER MONTH

Deep-Read Engagement

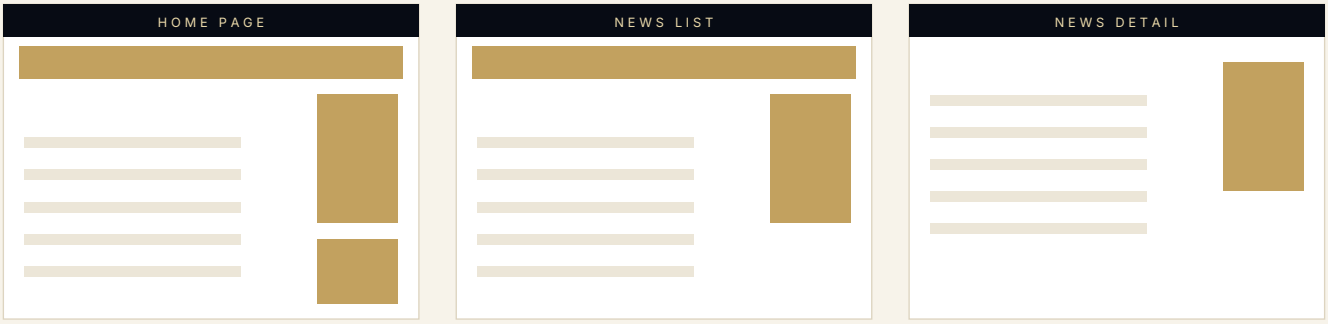
- News List Tower
- News Detail Tower

High-intent context surrounding breaking category lists and full-length editorial coverage.

$2,352 PER MONTH

VII · PLACEMENTS & RATES

Precision targeting *by zone.*



Highlighted zones are available placements. Illustrative layout; final artwork and availability are confirmed by the advertising team.

ZONE	FORMAT	SIZE (PX)	USD / MONTH
Home Page	Skyscraper	980 × 120	$2,219
Home Page	Tower	320 × 600	$2,042
Home Page	Budget Rectangle	320 × 320	$1,420
News List	Skyscraper	980 × 120	$1,731
News List	Tower	320 × 600	$1,198
News Detail	Tower	320 × 600	$1,154

NEWSLETTER · PER INSERT

Dispatch banner insert $500

Story insert (up to 80 words) $750

Display rates are USD per month. Start dates, placement availability and final totals are confirmed by the advertising team. Institutional and multi-month rates are available on request.

VIII · NEWSLETTER & SPONSORED STORIES

Inside the inbox of *decision-makers.*

The Dispatch reaches 250,000+ monthly unique subscribers with a daily edition and live breaking alerts.

01 Dispatch Banner Insert

- One graphic insert to subscriber lists
- Banner: 600 × 150 px, PNG or GIF
- Destination link required

$500
PER INSERT

02 Dispatch Story Insert

- Native story with image and call-to-action
- Up to 80 words of copy
- Story image: 1200 × 600 px (stock image supplied if none provided)

$750
PER INSERT

03 Sponsored Story / Spotlight Quote

- Native feature with headline, image, copy and CTA link
- Optional campaign landing page
- Always labelled as paid or sponsored material

ON REQUEST

Newsletter rates are per insert. Start dates and availability are confirmed by the advertising team. Sponsored stories are always identified as paid or sponsored material.

IX · COVERAGE & PREMIUM PARTNERSHIPS

Beyond conventional *advertising.*

Tailored programmes for organisations seeking a sustained association with an international news platform. Quotations are custom.

01

Strategic Media Partner

A defined campaign partnership with agreed brand placements and promotional visibility.

02

International Coverage Partner

Commercial support for coverage of selected summits, forums and diplomatic conferences, without editorial interference.

03

Special Report Partner

Sponsorship of a clearly labelled thematic report or special publication.

04

Knowledge & Research Partner

Support for approved research-led initiatives, interviews and expert discussions.

05

Special Coverage Sponsor

Category sponsorship across marquee hubs such as US Elections 2026 and Global Impact.

06

Annual Corporate Partner

A twelve-month agreement with a defined annual inventory of advertising and promotional deliverables.

WHO WE PARTNER WITH

Corporations and multinationals, chambers of commerce, trade associations, government-approved institutional initiatives, universities and research institutions, international organisations, and conference and event organisers.

All packages are governed by written deliverables, publication terms and transparent sponsorship identification. Sponsorship confers no editorial control and does not guarantee favourable coverage.

X · PROGRAMMATIC ADVERTISING

Follow your audience *beyond the newsroom.*

Ad retargeting uses a simple JavaScript tag to identify visitors of bbnewsin.com and reach them with relevant ads as they continue to browse the web, building awareness and engagement with your ideal customer.

BASIC	STANDARD	PREMIUM
50,000 IMPRESSIONS	100,000 IMPRESSIONS	200,000 IMPRESSIONS
$3,000 INDICATIVE	$4,500 INDICATIVE	$6,000 INDICATIVE

SERVICE INCLUDES

- Display advertising
- Campaign impression reporting
- Campaign performance summaries
- Audience retargeting
- Geographic targeting where supported

Pricing is indicative and confirmed with the advertising team following technical and commercial assessment.

XI · CREATIVE SPECIFICATIONS

Built for speed. *Launched with precision.*

DIRECT PLACEMENTS

PLACEMENT	SIZE (PX)
Home Page Skyscraper	980 × 120
Home Page Tower	320 × 600
Home Page Budget Rectangle	320 × 320
News List Skyscraper	980 × 120
News List Tower	320 × 600
News Detail Tower	320 × 600
Dispatch banner	600 × 150, PNG/GIF
Dispatch story image	1200 × 600

PROGRAMMATIC

UNIVERSAL (REQUIRED)	IAB RISING STARS (OPT.)
300 × 250	970 × 250
728 × 90	300 × 600
160 × 600	320 × 250
180 × 150	300 × 1050
970 × 90	

FORMATS & DELIVERY

PNG, JPG/JPEG and GIF, RGB, 72–150 dpi. HTML5 subject to technical approval. Ads must match the exact pixel dimensions listed. UTM parameters and destination URLs supported.

Submit final artwork, logo, destination URL, campaign dates and a campaign contact at least 5 business days before launch. All creatives undergo technical, legal and editorial suitability review.

XII · EDITORIAL INTEGRITY

Trust is our most *important asset.*

"Breaking First. Verifying Always."

01 Clearly distinguished

Paid advertisements are always distinguishable from independent editorial content.

02 Fully disclosed

Sponsored features carry appropriate paid or sponsored disclosure.

03 Editorially independent

Advertisers receive no authority over editorial decisions, and partnerships do not guarantee coverage.

04 Honest by policy

Misleading, unlawful or deceptive promotional material is not accepted; placements remain subject to advertising and platform policies.

05 Transparently verified

Editorial standards, verification status and corrections are published for every reader.

06 Written and accountable

All partnerships are governed by written deliverables, publication terms and sponsorship identification.

Our objective is a sustainable commercial environment that protects the integrity of the news platform.

XIII · BOOKING & CONTACT

Claim your position *before the next break.*

Inventory across our Home Page and News Detail zones is limited to protect advertiser share of voice. Tell us your preferred placements and dates, and the advertising team will confirm availability and your final quote.

1

Select

Choose placements, a package or a custom partnership.

2

Confirm

Receive availability, start dates and a final quote.

3

Submit

Supply creative, destination URL and dates, 5 business days before launch.

4

Launch

Creative review, go-live and campaign reporting.

BB NEWS International
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BB NEWS INTERNATIONAL CORPORATION

Advertising & Institutional Partnerships

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