



# Planning Tank<sup>®</sup>

Happy, healthy & sustainable human settlements!

Contact us @

**9971253773**

Write to us at

**hello@planningtank.com**

# Media Kit



# ABOUT PLANNING TANK®



Planning Tank® is on a mission to create **happy, healthy & sustainable** human settlements by means of education, technology & awareness.

A unique online platform with focus on Urban, Regional and Rural planning, frequented by students, professionals, academicians and urban enthusiasts. We provide **information, knowledge sharing**, and **educational resources** for informed decision making and cover the following aspects:

- |   |   |
|---|---|
| 1. Resources for influencers and decision makers. | 4. Geographic Information System (GIS)      |
| 2. Urban Journalism (Explanatory and Column)      | 5. Academic Writing                         |
| 3. Data sources, analyses and presentation.       | 6. Environment and sustainable development. |

Job Portal and Discussion Forum are our recent additions to meet users' needs at various levels.

[Job Portal](#)

[Discussion Forum](#)

## Upcoming:

1. Online Courses (LMS)
2. Entrepreneurship and Digital Marketing
3. Scholarships
4. Survey and Questionnaire

**“ We do not inherit the earth from our ancestors: we borrow it from our children. ”**

- Chief Seattle



[www.planningtank.com](http://www.planningtank.com)

# WHAT MAKES US UNIQUE?

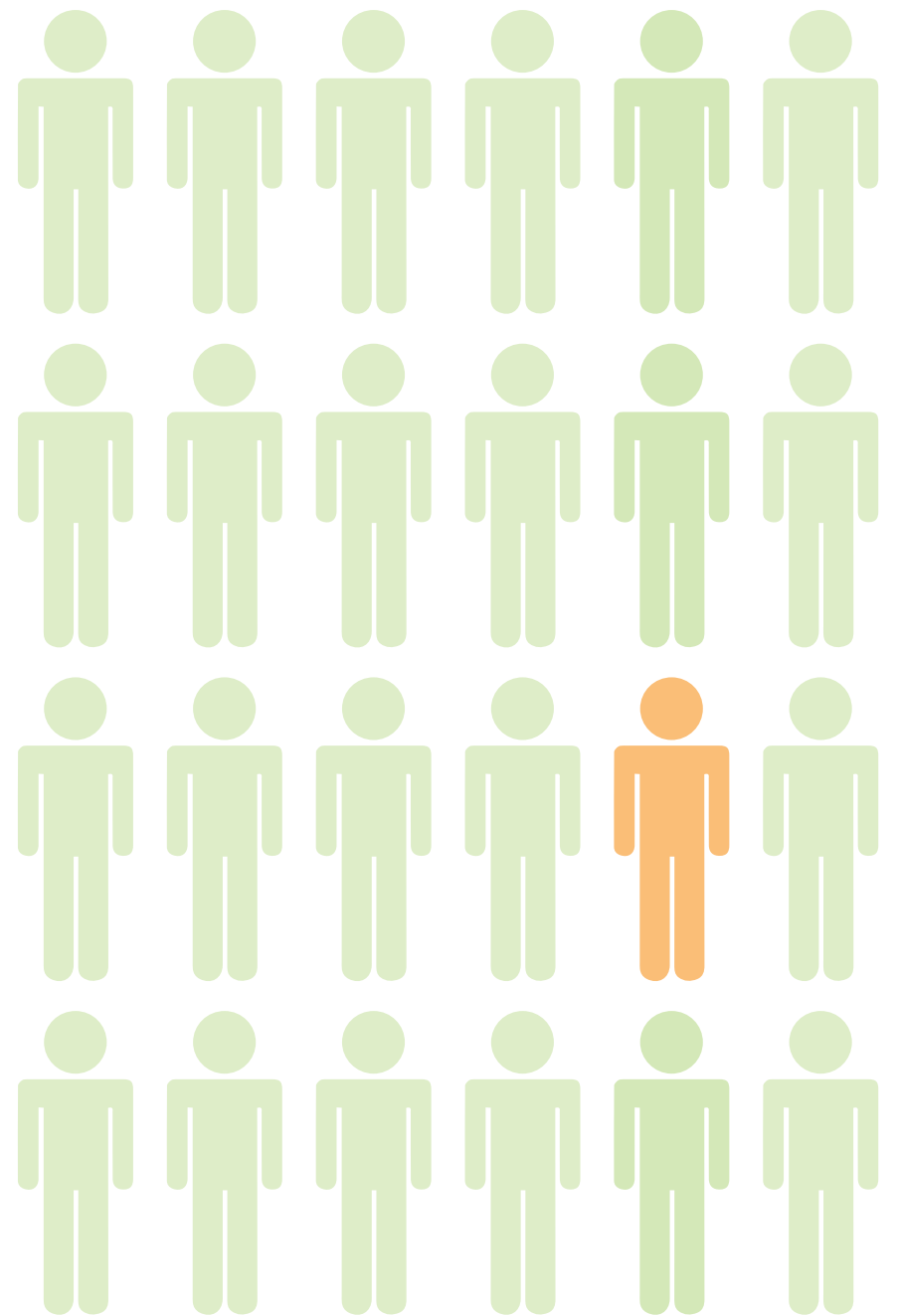
Planning Tank is the **only** platform which caters to the needs of students, professionals, academicians, policy makers & urban enthusiasts combined.

Education empowers people with the knowledge, skills and values they need to build a better world. Technology and education, clubbed with the curiosity and passion of a learner can do wonders and bring about the much needed change.

## *Student Centred, Change Oriented.*

A platform to share **thoughts**, build **credibility** and let your **voice** be heard.

We believe, students when given adequate information and the right direction are the right visionaries, change makers and influencers. A **strong foundation** and deep understanding enables the students to be the leaders of tomorrow.



*Planning Tank helps in better preparing the future leaders, today!*

Our strength lies in our **diversity**. Our contributors and team members comprise of students, volunteers, professionals from various fields. Our core team includes people from Urban Planning, Engineering, Design and Architecture, Business Administration and Aviation.



Urban  
Planning



Engineering



Design  
&  
Architecture



MBA



Aviation

An unrivalled, diverse and unique combination of team members.

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# CONTRIBUTORS AND TEAM MEMBERS



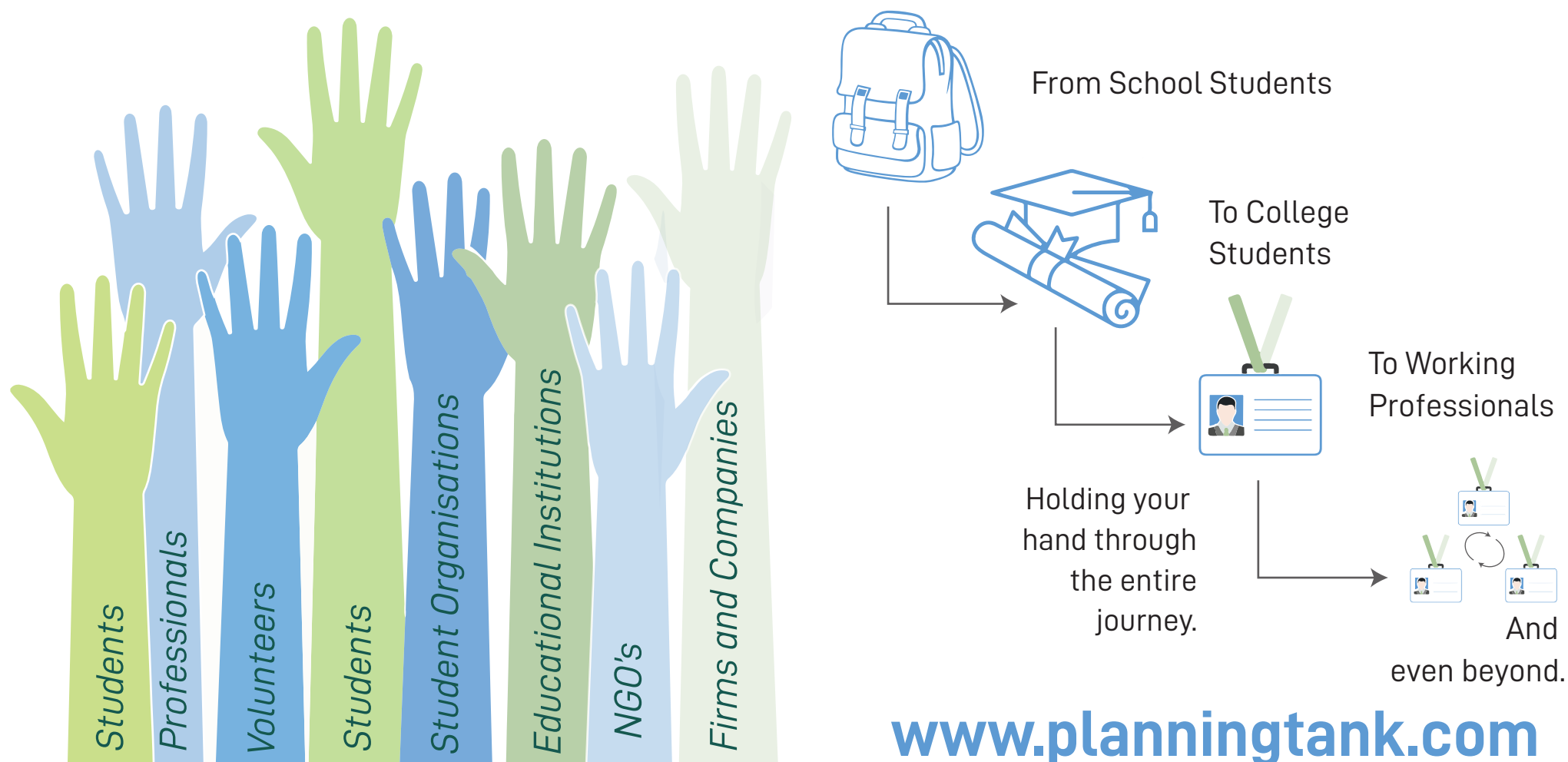
**Our Users** form key contributors and volunteers. They are a part of highly specialised & educated groups. In addition to our strong presence among students, we work actively with various partners which include student organisation, NGOs, educational intuitions, and private firms.

We work for a better & **informed decision making** by individuals at each step. We not only help people in preparing a roadmap for their success, but help at all stages and help them achieve excellence!

**Our team members** are a fine balance and unmatched combination of **professionals and students**. All of our team members are highly motivated individuals who share a common goal.

Each member works tirelessly and remotely. We help each other grow and strive for excellence.

***Your partner in success.***





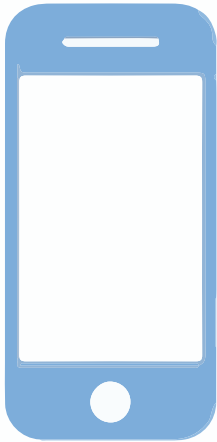
# AUDIENCE PROFILE

Let's Talk Numbers!

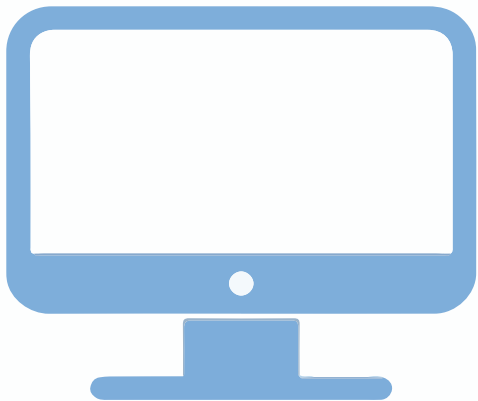
Total Users  
720K+



Total Page Views  
12,50,000+

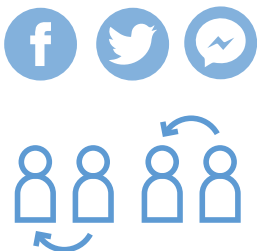


Mobile Users  
410000+



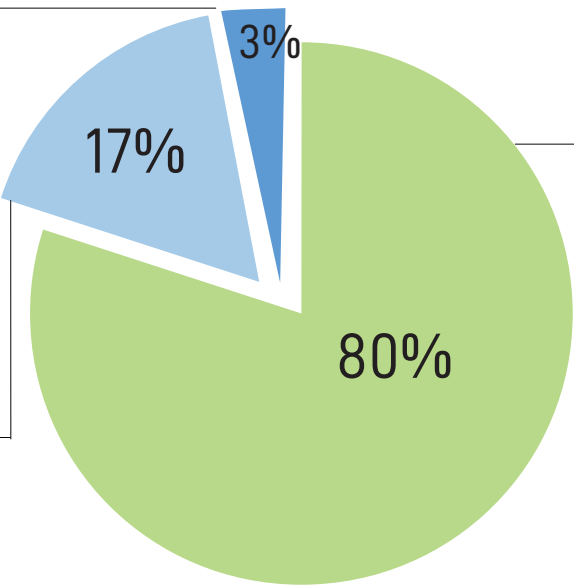
Desktop Users  
310000+

## Acquisition



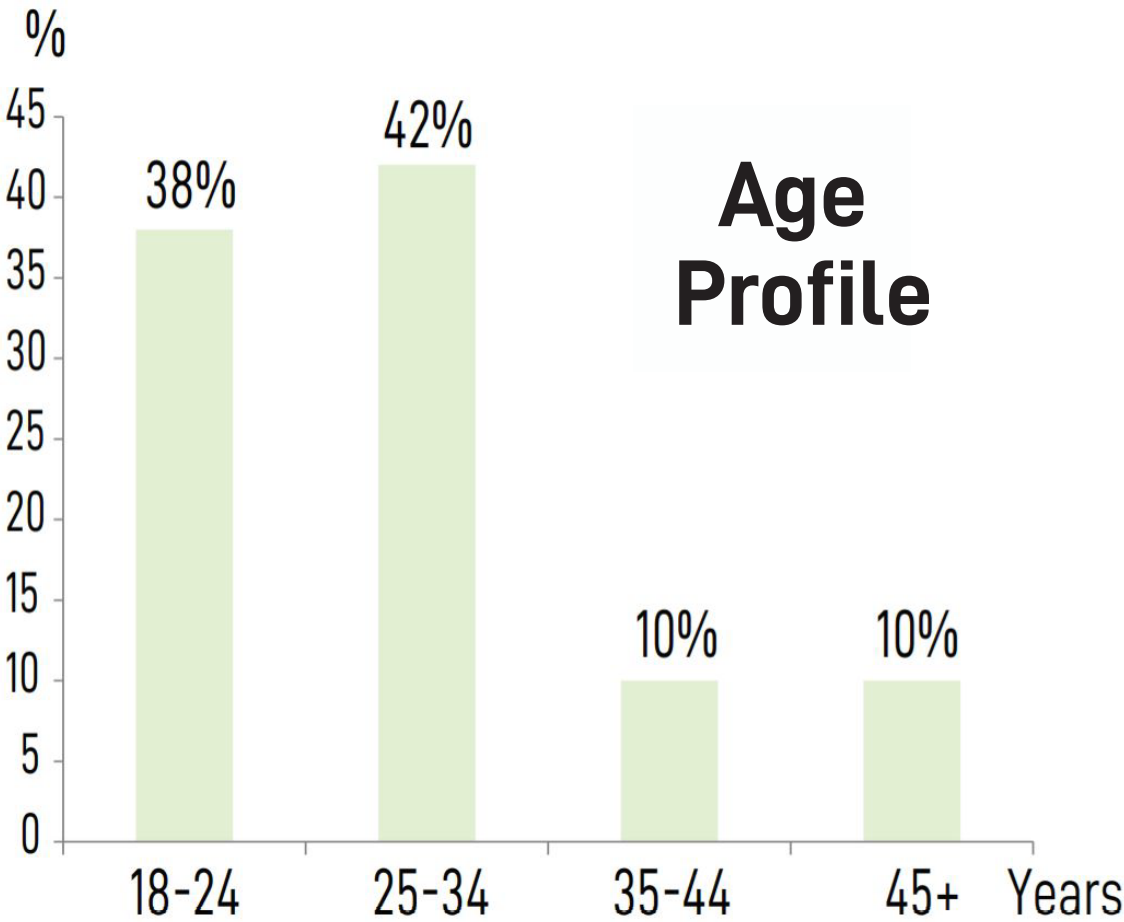
Social and Referral  
29K

Direct  
125K

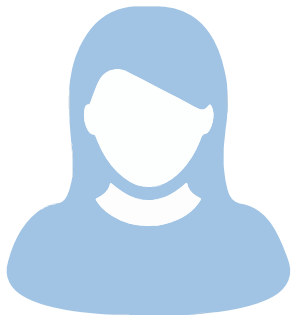


Organic Search  
585K

(Google, Bing, Yahoo!, Yandex)



## Age Profile



Female  
58%



Male  
42%

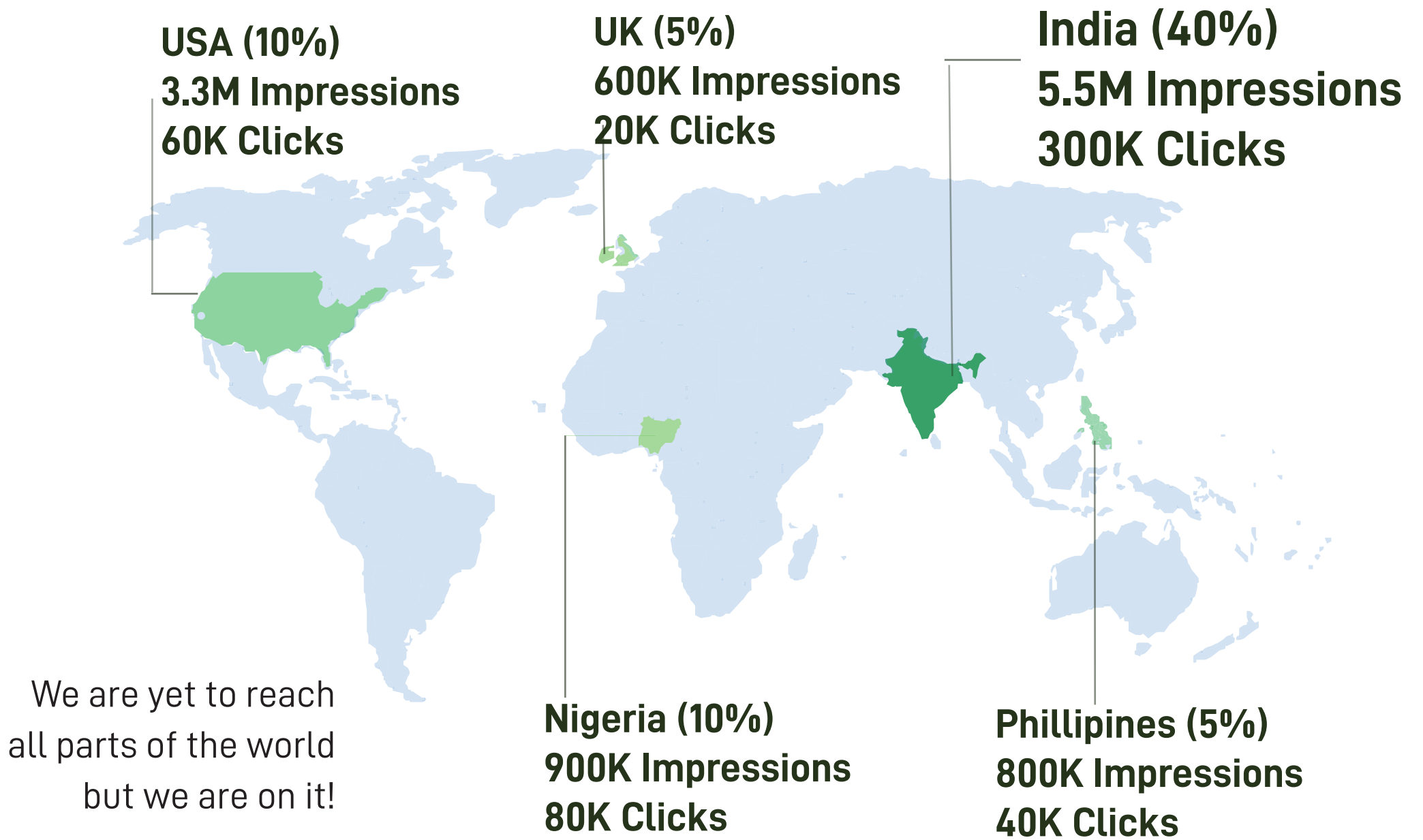
Source: Google Analytics  
1 April 19 – 31st March 20

Not just another website, **we dominate** search rankings for our niche **like nobody else!**

[www.planningtank.com](http://www.planningtank.com)

# GLOBAL AUDIENCE

Divided by borders, united by queries.



Building an international presence, because humans are everywhere, and we have a collective responsibility towards Planet Earth.



**775K+ Total Clicks**



**16M+ Total Impressions**

***"Social media creates communities, not markets."** - Don Schultz*



Twitter, Telegram, Whatsapp, Discord.  
Reaching users where **they are.** :)

Source: Google Analytics  
1 April 19 – 31st March 20

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# SALIENT FEATURES

800+ articles

Built on wordpress, a CMS powering over 60 million websites

Enabling everyone to share their expertise

Cross device compatibility

ATS (enabled) Job Portal

Advance cache methods for a faster website

A thriving community built over trust and values

Learning Center (Beta) built with Moodle and Miestro

AI & ML powered display advertising for enhanced user experience

1000+ followers on Google News App

- Running on cloud servers powered by **Google Compute Engine** and **Cloudways**
- Authentic and **reliable email** with DKIM, SPF & DMARC authentication to prevent spoofing attempts and better email delivery.
- **Server side cacheing** by advance services such as Varnish, memcached, Redis.
- Latest and **reliable database** with latest version of MariaDB & PHP
- **Agro tunneling** to reduce latency and cloudfare integration for increased reliability.

Planning Tank is built on a strong foundation keeping in mind the four factors:

**Scalability, Efficiency, Integration and Automation.**

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# MILESTONES



## AWARDS AND TESTIMONIALS

India's **first** and **only** Job Portal & Discussion forum for Planning and allied fields.

Ranked **1st** in India & **#12**, in Global Urban Planning Blogs

Source:  
Feedspot

The only platform with user generated reviews about companies hiring planners.



Planning Tank's content being used and referred to for **MOOC** on **City** and **Metropolitan Planning** by SPA Delhi.

Thanked and appreciated by students and professionals worldwide.

Source:  
Users  
Testimonials

Awarded as "**Best Online urban planning Platform – Bhutan**" [↗](#) in Asia Pacific Region by APAC insider by AI Global Media Ltd.

- Featured under **online resources, associations & specialized websites** by Edward J. Bloustein School of Planning and Public Policy, Rutgers University
- **Approached by various global giants** for sharing resources and digital marketing strategy. These include Adobe Inc, Visme, ARM worldwide, Chime (Banking services), Totform, Canva, Angel Broking, Earth Observing System (EOS) etc.
- **Linked & Cited in reports & articles** by Economic Development Russia [↗](#), University of Georgia, [↗](#) SR & ED Education [↗](#), NewGeography [↗](#)

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# COLLABORATION AND SPONSORSHIP

Planning Tank is working with various partners and platforms to meet their diverse needs. .

## Collaboration

1. Partnered for distribution and feedback for **Land Mentor**,<sup>↗</sup> a software for land professionals, by **Neighbourhood Innovations LLC & Rick Harrison Site Design, Inc** (Golden Valley, MN, USA).



Land Mentor serves as the only tool which focuses on empowering users and deals with various aspects such as **Land Surveying, City Mapping, Land Planning, Civil Engineering, Landscape Design, Architecture, Financial Modeling, and more.**



2. Working with **NOSPlan**<sup>↗</sup> – National Organisation of Students of Planning for content writing and cross platform to create better and more useful resources for students.



3. Content and knowledge sharing through our friends at **IEREK**

4. Associated with our friends at **Out of Scale Studio Pvt. Ltd.**<sup>↗</sup> for architectural and design services.



5. An exclusive app for our users in partnership with **UX/AP**, first in line being a mobile app on **Architecture- Planning Quiz**

## Sponsorships

We believe in encouraging and supporting our friends working with a similar objective of making earth a better place to live! As a part of this, we extended our support to:

A. **Brahmaputra Beach Carnival 2020**, Guwahati, Assam, a 5 day event aimed at **celebrating diversity**, reviving **tradition** and preserving **unique culture** clubbed with spreading environmental awareness with a fully **“plastic – free”** celebration.

B. **XIX Annual NOSPlan Convention** at Amity University, Gurgaon, 2017. Convention aimed at knowledge sharing and bringing together all the students of planning in India.

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# INSTITUTIONAL MEMBERS

(By invite only\*)

**NITTE SAPD,  
Bengaluru**



**NITTE SCHOOL OF  
ARCHITECTURE, PLANNING & DESIGN**

\*to request an invite, get in touch with us on [hello@planningtank.com](mailto:hello@planningtank.com)

## Advertising Opportunities

Advertisements on Planning Tank are unlike your regular digital marketing ads and Newspaper ads. When you decide make Planning Tank your advertising partner, you receive **much more!**

We focus on purpose driven advertising and utilizing your ad spending on providing everyone with a better and **more meaningful** service.

Some of the benefits and reasons to advertise with us include:



You contribute and help us in our mission to bring a positive change for the whole Planning fraternity

Help us come up with more events for students & professionals!

Your ad spending is used to bring about a real change instead of ending up in the deep pockets of MNCs and tech giants!

Save \$\$\$ on your digital ad spending as we offer cost effective advertising through various advertising options!

Freedom from shady and dubious algorithms & cookies to deliver your ads

Get identified as leaders and change makers instead of just another advertiser trying to sell their product & intruding user's privacy!

Support of team members, volunteers and contributors and encourage them to contribute towards the cause

[www.planningtank.com](http://www.planningtank.com)

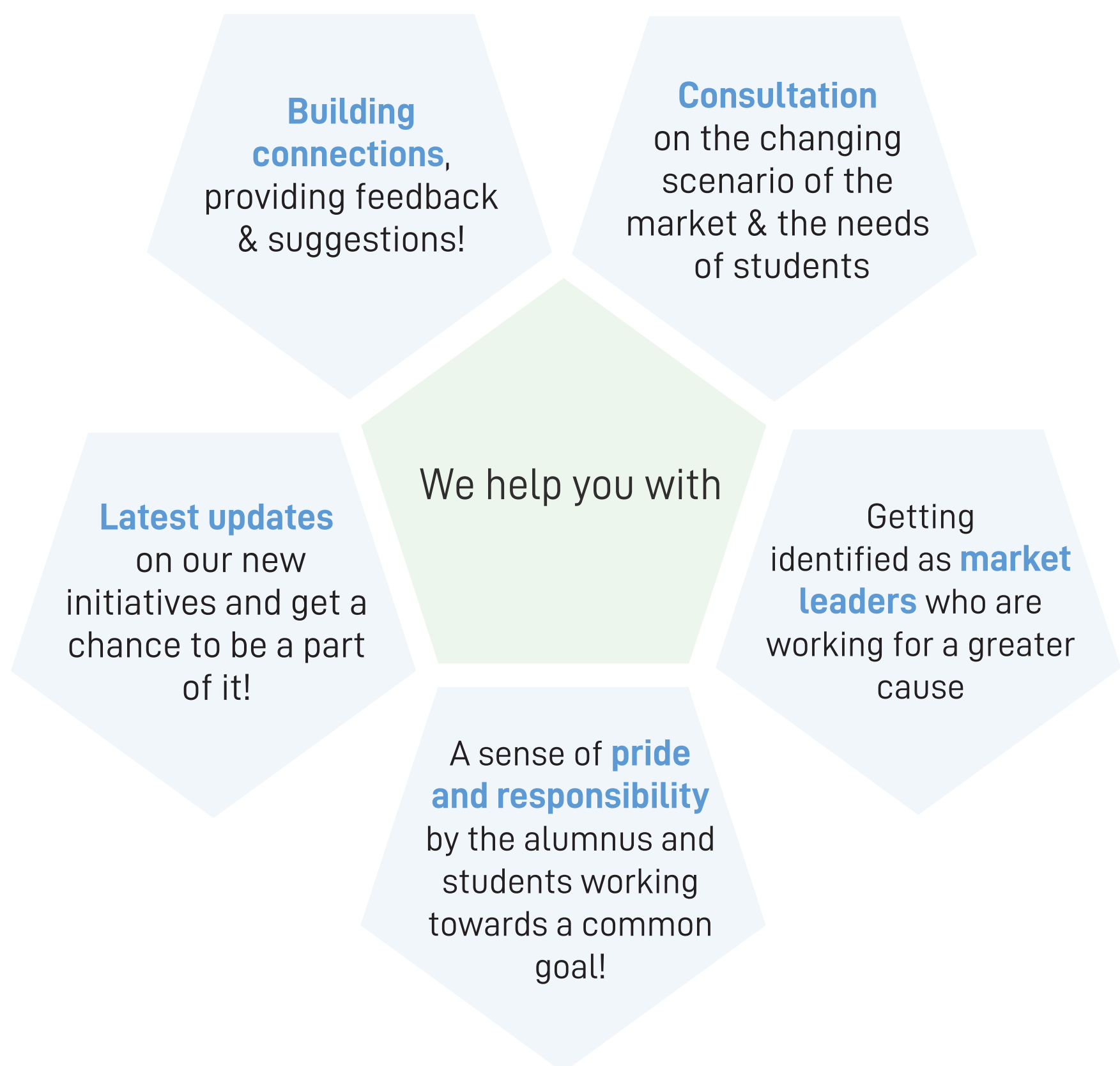
[hello@planningtank.com](mailto:hello@planningtank.com)

Contact Details

Grab the opportunity to **outstand** among the 40+ colleges imparting planning education. Be a part of the change and craft your identity among the ever increasing number of educational intuitions **recognized by UGC, ITPI, AICTE**, various state & central government departments.

With our 7+ years of experience in building the India's first and largest platform for Planners, you get much more. We help you build real connections, get your voice heard and receive feedback from the people who matter!

Your students, alumnus will take pride and love to see their Advertising with us is not limited to having your ads on our platform, but a lot more.



Get in touch for getting featured and explore the advertising opportunities with Planning Tank!

# Display Advertising

We offer different types of advertising opportunity to meet various needs. Display advertising is the most preferred and widely known form of advertising which we offer. Apart from display ads, we also provide **guest posting, reviews, newsletter ads** and **sponsored content**, etc.

You can find more information about the banner sizes & name on this link:

## Understanding “Academia” & “Others”

These are the two pricing categories which we offer. Any advertiser such as educational institution, Think Tanks, consultancies and other entities which are involved in any kind of **educational, scholarship, research or student oriented activities** are considered under the “Academia” pricing. **All other** kinds of advertisers are considered under the “Others” category which has a slightly higher pricing.

Educating & empowering the students and research is one of the focus areas and thus we try to provide such advertisers a better platform and create an enabling environment for them. Such approach helps us in keeping the ads as relevant as possible. **Base pricing per month (INR)** for display ads on <https://planningtank.com> are as follows:

Desktop Content Only	S. No	Name	Size (Pixel)	Academia	Others
	1	Leaderboard	780 x 90	12,500	15,000
	2	Box	300 x 250	10,000	12,500
	3	Mobile Banner	468 x 60	7,500	10,000
	4	Large Box	580 x 400	15,000	17,500
Desktop Sidebar Only	S. No	Name	Size (Pixel)	Academia	Others
	1	Box	300 x 250	7,500	10,000
	2	Skyscraper	160/120 x 600	7,500	7,500
	3	Vertical Box	300 x 600	10,000	12,500
Mobile Only	S. No	Name	Size (Pixel)	Academia	Others
	1	Box	300 x 250	5,000	7,000
	2	Mobile Banner	468 x 60	5,000	7,500
	3	Vertical Box	300 x 600	6,000	8,000

# Discounts

We offer some discounts to both Academia & other advertisers, with the most important being the “**Members only discount**” (currently **15%** discount). Our members are provided with a much wider range of options and benefits apart from the advertising discounts.

## Duration Based Discount

Discount beneficial for long term commitment. Also helps you to take advantage of low prices and lock them for agreed upon duration. A change in pricing will not be applicable till completion of agreed upon a duration.

S. No	Duration	Discount
1	1 Month	0
2	2 Months	5%
3	3 Months	10%
4	6 Months	Upto 15%

## Expenditure Based Discount

Apt for advertisers looking for large campaigns over a short period of time agreed upon duration.

S. No	Monthly Commitment	Discount
1	< 30K	0
2	30K - 40K	5%
3	41K - 50K	10%
4	> 50K	Upto 15%

**Important:** Pricing is applicable only for <https://planningtank.com>, additions such as Job Portal, Discussion Forum, Planning Tank Academy, Newsletter – Planning Times . are not available for advertising right now.

**Note 1:** Applicable taxes extra (GST – 18%)

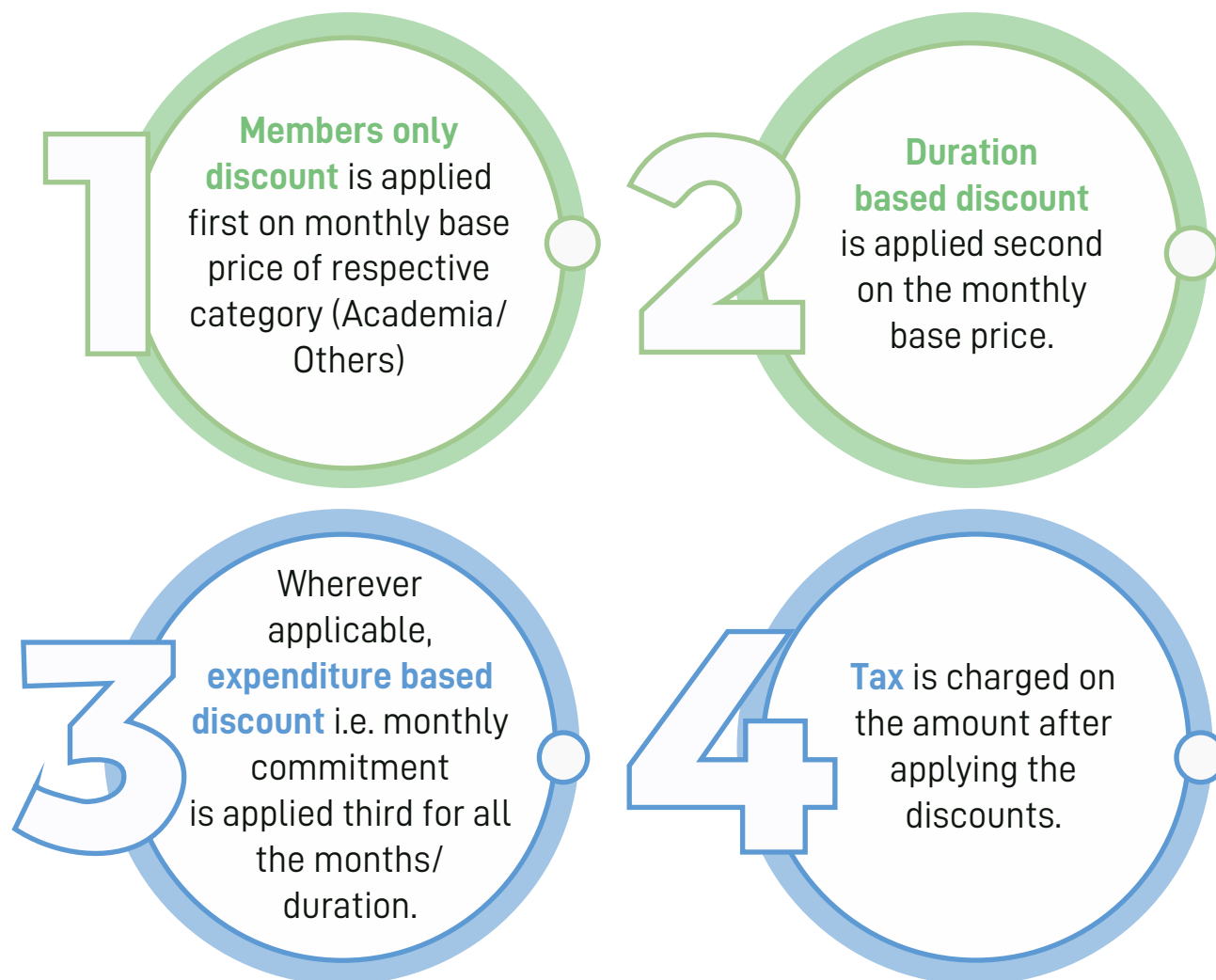
**Note 2:** Maximum number of ads by 1 advertiser is limited to 3 per device type and 5 units combined.

*\*All prices in INR, pricing information is monthly (unless otherwise mentioned). Planning Tank do not provide any performance/ click tracking (unless agreed upon). We provide display advertisements based on the duration.*

[www.planningtank.com](https://www.planningtank.com)

# How to Calculate/Apply Discount?

Since we offer multiple discounts, it can be confusing on how we apply the discounts. We are providing a simple example so as to provide you with a transparent pricing structure.



## Why are our prices so low? Is there a catch?

Planning Tank is run by a team of **purpose driven individuals** who work in different capacities. The goal is not the profit making but rather **increasing awareness, empowering planners & giving back to the community**. We work on very small costs which is used to reward our contributors & team members. Our members often give up that small reward too and in that case we invest that small amount in building our platform so as to make it more useful for everyone.

Tech giants such as **Google, Microsoft & Amazon** receive billions of dollars in funding from Wall Street and have similar expenditure in operational cost. However, we are focused on a few aspects with most of our members working as volunteers or part time. This helps us in keeping costs low and maximising the value on investment.

Our cost effective advertising is majorly used to improve the platform and thus in return provide you an increased ROI on whatever spending you do with us. Apart from improvement of the platform, we use the revenue to **host competitions** and help **educational activities**.

*So, by advertising with us, you not only build your brand but also contribute towards a better community & bringing about a positive change!*

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# CONTACT US

We would love to hear from you!



/Planningtank



/Planningtank



/Planningtank



/planningtankdotcom



/company/Planningtank

**Corporate Office:** B-64, Block -B, Sector-2, Noida- 201301

**Corporate Office:** G-82, 101, 1st Floor, Vijay Chowk, Laxmi Nagar, Delhi -110091

**Ph. No.** (Call & WhatsApp) +91-99712(53773)

**General queries** – [hello@planningtank.com](mailto:hello@planningtank.com)

**Landmentor** – [landmentor@planningtank.com](mailto:landmentor@planningtank.com)

**Jobs** – [jobs@planningtank.com](mailto:jobs@planningtank.com)

Planning Tank® is An associate of Out of Scale India Pvt. Ltd. [↗](#)

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