

ADVERTISING TARIFF

CASUAL

Back Page

| | |
|---------------|-------------|
| Four colour | Rs.18,000/- |
| Black & White | Rs.12,000/- |

Inside Front Cover

| | |
|---------------|-------------|
| Four colour | Rs.16,000/- |
| Black & White | Rs.10,000/- |

Inside Back Page

| | |
|---------------|-------------|
| Four colour | Rs.15,000/- |
| Black & White | Rs. 9,000/- |

Full Page 4-colour (inside pages) Rs.14,000/-

Overseas Advertisement US\$ 500/-

| | |
|--|------------|
| Ordinary Full Page (B&W) | Rs.8,000/- |
| Page facing Editorial | Rs.8,500/- |
| Page facing Article (Guaranteed position) | Rs.8,500/- |

| | |
|------------------------------|------------|
| Half Page Size 11 cm x 17 cm | Rs.5,000/- |
| Half Page Size 22 cm x 8 cm | Rs.5,000/- |

Bottom Strips Size 5 cm x 17 cm Rs.3,000/-

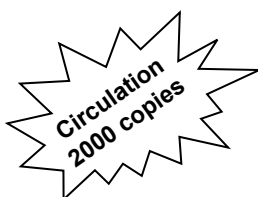
| | |
|----------------------------|-----------|
| Center spread (Full pages) | 10% extra |
| Center spread (Half pages) | 20% extra |

COLOUR

50% extra for each additional colour

PRINTED INSERTION

| | |
|--------|-------------|
| 2 Page | Rs.13,000/- |
| 4 Page | Rs.16,000/- |



| TECHNICAL DATA | |
|----------------------------|---------------------------|
| Printing | Offset |
| Overall Size | 27cm x 20 cm |
| Printed page size | 22 cm x 17 cm |
| Numbers of columns | Two |
| Column width | 8 cm |
| Column length | 22 cm |
| Paper used | White printing/Offset |
| Advertising material | film positives & Artpulls |
| (Art paper used for cover) | |

ANNUAL SUBSCRIPTION RS. 5000/-