

## ADVERTISING TARIFF

### CASUAL

Ordinary Full Page (B&W) Rs.12,000/-  
 Page facing Editorial Rs.13,000/-

### Back Page

Four colour Rs.25,000/-  
 Black & White Rs.16,000/-

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

### Inside Front Cover

Four colour Rs.20,000/-  
 Black & White Rs.12,000/-

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

### Inside Back Page

Four colour Rs.18,000/-  
 Black & White Rs.11,000/-

**COLOUR**  
**50% extra for each additional colour**

First Page after Cover 4-colour Rs.17,000/-

Full Page 4-colour (inside pages) Rs.16,000/-

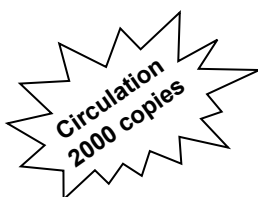
### PRINTED INSERTION

2 Page Rs.16,000/-  
 4 Page Rs.25,000/-

Overseas Advertisement US\$ 500/-

### TECHNICAL DATA

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



### ANNUAL SUBSCRIPTION

**PAKISTAN RS. 8000/-, OVERSEAS US\$ 350/-**