

EXHIBITORS DIRECTORY - ADVERTISEMENT TARIFF

INDIAN

Type of Advertisement	Rates* (In Indian Rupees)
Full Page: Four Colour	20,000
Full page : Black& white	10,000
Half page colour	10,000
Front / Back Inner	40,000
Back Cover	75,000
Spine	25,000
Book Marker (both sides)	25,000

OVERSEAS

Type of Advertisement	Rates* (USD)
Full Page: Four Colour	400
Full page : Black& white	200
Half page colour	200
Front / Back Inner	600
Back Cover	1,200

* Service Tax Extra

Specification:

Print Area: 14.0cm (width) x 21.5 cm (height)

Photoshop, Corel Draw, PDF and JPG are the formats acceptable

Fonts used in the advertisement have to be copied or converted to curves.