

Advertising Tariff & Specifications

Advertisement Specifications and rates (In INR) for 4 colour advert are as follows

		ICPMA		NON ICPMA
FRONT AND BACK INSIDE PAGE				
SIZE	DIMENSION (mm)	RATE in (INR)		RATE in (INR)
Full Page	210 mm x 297 mm	15,000		18,000
BACK COVER PAGE				
SIZE	DIMENSION (mm)	RATE in INR		RATE in INR
Full Page	210 mm x 297 mm	18,000		24,000
INNER PAGES				
SIZE	DIMENSION (mm)	RATE in INR		RATE in INR
Full Page	210 mm x 297 mm	11,500		12,500
Half Page (Horizontal)	130 mm x 190 mm	7,500		9,500
Half Page (Vertical)	90 mm x 280 mm	7,500		9,500
Quarter Page	90 mm x 130 mm	5,000		6,500
GST @ 5% Applicable				
Newsletter trim size is 210 mmx 297 mm				