

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	12,000	13,500
Half Page (Horizontal)	130 mm x 190 mm	8,000	10,000
BACK COVER PAGE			
SIZE	DIMENSION (mm)	RATE in INR	RATE in INR
Full Page	210 mm x 297 mm	13,000	14,500
Half Page(Horizontal)	130 mm x 190 mm	9,000	10,500
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

Newsletter trim size is 210 mmx 297 mm