

## Advertisement Tariffs with effect from June 1, 2019

Print	Web
<p><b>Colour</b></p> <p>Full page 23.5cms x 17.5cms Rs. 60,000/-</p> <p>Centrespread/Doublespread 23.5cms x 36cms Rs. 1,20,000/-</p> <p><b>Black And White</b></p> <p>Full page 23.5cms x 17.5cms Rs. 39,000/-</p> <p>Centrespread/Doublespread 23.5cms x 36cms Rs. 78,000/-</p> <p>Half page 11.5cms x 17.5cms Rs. 23,000/-</p> <p>Quarter page 9cms x 11.5cms Rs. 15,000/-</p> <p>Per column cm Rs. 900/-</p> <p><b>GST 5%</b></p>	<p><b>Banner</b> Rs. 33,000/- Logo size: 82pixels x 660pixels</p> <p><b>Spot</b> Rs. 27,000/- Logo size: 70pixels x 280pixels</p> <p><b>GST 18%</b></p>
<b>Print &amp; Website Advertisements</b>	
<p><b>Premium with Print ads</b> Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement</p>	
	<p><b>Banner</b> Rs. 20,000/- Logo size: 82pixels x 660pixels</p> <p><b>Spot</b> Rs. 15,000/- Logo size: 70pixels x 280pixels</p>
Print	Web
10% extra for bleed.	<p><b>Advertisements will be displayed on the website for a period of one month (27-30 days).</b></p> <p>The advertisers will supply the image to be displayed in .jpg or .gif formats or other similar web friendly formats.</p> <p>The text in the word format only to be supplied by the advertiser in case of text advertisement.</p>
On all space contracts for a minimum of 6 full page insertions in a period of 12 months, a series discount of 15% would apply.	

### Mechanical Details for Print Edition

Printing process	: Offset
<b>Paper</b>	
Cover	: Maplitho
Inside	: Coated paper
Paper size trimmed	: 26.5cms x 19.5cms
Print area	: 23.5cms x 17.5cms
Centrespread/Doublespread	: 23.5cms x 36cms
<b>Screen</b>	
Black & White	: 100%
Colour	: 200%
Column width	: 5.5cms
Column height	: 23.5cms
Columns per page	: 3
Material accepted	: Soft copy in high resolution in pdf/jpeg/gif/tiff
Deadline for material	: 15 days before date of issue

### Review Issues

1) Review of Rural Affairs	: June
2) Review of Women Studies	: April
3) Special issue on Money, Banking and Finance	: March
4) Review of Urban Affairs	: November

The Review Issues are published on the last Saturday of the months indicated.

The Special Issues for the months of January, February, March, May, July, August, September, October and December will be decided upon later.

## Advertisement Tariffs with effect from June 1, 2019

### Print

#### Black And White

Full page US\$ 900/-

23.5cms x 17.5cms

Half page US\$ 600/-

11.5cms x 17.5cms

Quarter page US\$ 450/-

9cms x 11.5cms

### Web

#### Banner

Logo size: 82pixels x 660pixels US\$ 900/-

#### Spot

Logo size: 70pixels x 280pixels US\$ 600/-

### Print & Website Advertisements

#### Premium with Print ads

Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement

#### Banner

Logo size: 82pixels x 660pixels US\$ 550/-

#### Spot

Logo size: 70pixels x 280pixels US\$ 350/-

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10% extra for bleed.	<p><b>Advertisements will be displayed on the website for a period of one month (27-30 days).</b></p> <p>The advertisers will supply the image to be displayed in .jpg or .gif formats or other similar web friendly formats.</p> <p>The text in the word format only to be supplied by the advertiser in case of text advertisement.</p>
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# ADVERTISEMENT TARIFF FOR BOOK PUBLISHERS, JUNE 1, 2019

## Print

### Black And White

Full page 23.5 cm x 17.5 cm ₹15,000/-	Half page 11.5 cm x 17.5 cm ₹10,000/-	Quarter page 9 cm x 11.5 cm ₹7,000/-	Per column – ₹500/-
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## Web

### Banner

660 pixels x 82 pixels  
₹33,000/-

### Spot

280 pixels x 70 pixels  
₹27,000/-

## Print & Website Advertisements

### Premium with Print ads

Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement

### Banner

660 pixels x 82 pixels  
₹20,000/-

### Spot

280 pixels x 70 pixels  
₹15,000/-

Print	Web
10% extra for bleed.  On all space contracts for a minimum of 6 full page insertions in a period of 12 months, a series discount of 15% would apply.	<b>Advertisements will be displayed on the website for a period of one month (27–30 days).</b>  The advertisers will supply the image to be displayed in .jpg or .gif formats or other similar web friendly formats.  The text in the word format only to be supplied by the advertiser in case of text advertisement.

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