

## Advertisement Tariffs with effect from April 1, 2023

### Print

#### Colour

Full page 23.5cms x 17.5cms	Rs. 66,000/-
Centrespread/Doublespread 23.5cms x 36cms	Rs. 1,32,000/-

#### Black And White

Full page 23.5cms x 17.5cms	Rs. 43,000/-
Centrespread/Doublespread 23.5cms x 36cms	Rs. 86,000/-
Half page 11.5cms x 17.5cms	Rs. 25,500/-
Quarter page 9cms x 11.5cms	Rs. 16,500/-
Per column cm	Rs. 1,000/-

**GST @5% extra for Print advts.**

### Web

#### Banner

	Rs. 36,500/-
(If taken along with print advt.)	Rs. 22,000/-
Logo size: 90pixels x 728pixels	

#### Spot

	Rs. 30,000/-
(If taken along with print advt.)	Rs. 16,500/-
Logo size: 70pixels x 280pixels	

**GST @18% extra for web advts.**

Print	Web
10% extra for bleed.	<b>Advertisements will be displayed on the website for a period of one month (27-30 days).</b>
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.	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.

### 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

### Following are the Special/Review issues.

- 1) Special issue on Money, Banking and Finance
- 2) Review of Women Studies
- 3) Review of Rural Affairs
- 4) Review of Urban Affairs

To know more about advertising in these Special/Review issues please email us.