

[Literature](#)[Rate Card](#)[Contact Us](#)**ADVERTISING RATE (EFFECTIVE 1ST JANUARY 2012)**

<b>POSITION</b>	<b>INR(Rs.)</b>
OBC	6,00,000
IFC	5,50,000
IBC	4,00,000
Full Page	3,00,000
1/2 Page	2,00,000
1/3 Page	1,50,000
Full Page	3,50,000
DPS	6,00,000
Gatefold Cover	6,50,000
Gatefold Inside	5,50,000

\*FIRST 10 PAGES FACING EDITORIAL MATERIAL

**MECHANICALS/TERMS**

<b>Type/Position</b>	<b>Size H x W (mm)</b>
Full Page (trimmed bleed)	273 x 205
Full Page (non-bleed)	242 x 190
Double Spread (trimmed bleed)	273 x 410
1/2 Page Horizontal (non-bleed)	125 x 175
Reverse Gatefold (trimmed bleed)	273 x 405

Notes: The live matter should be within 5 mm from trim sizes. Gutter-8 mm (4 mm on each page) for a double-spread ad.