

# Point of Purchase

## ADVERTISING RATES 2006 - 2007

		1 Issue (Rate per issue) Rs.	3 Issue (Rate per issue) Rs.	6 Issue (Rate per issue) Rs.
Back Cover		\$ 1,800	\$ 1,710	\$ 1,530
Inside Cover	Front	\$ 1,600	\$ 1,520	\$ 1,360
Back		\$ 1,600	\$ 1,520	\$ 1,360
Full Page	Colour	\$ 1,200	\$ 1,140	\$ 1,020
Full Page	B/W	\$ 960	\$ 910	\$ 820
Double Spread	Colour	\$ 2,400	\$ 2,280	\$ 2,040
Half Page	Colour	\$ 700	\$ 670	\$ 600
Half Page	B/W	\$ 560	\$ 530	\$ 480

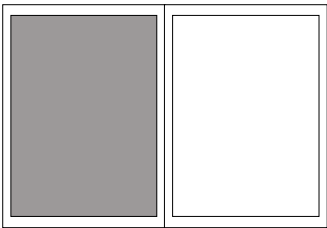
Classifieds: Rate Per Issue. For Listing: \$ 22. For White Box: \$ 33 1" x column

**Note:** No extra charges for the bleed.

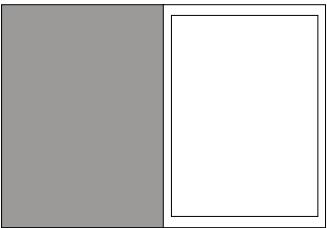
Material deadline 15 days before the issue date.

# Point of Purchase

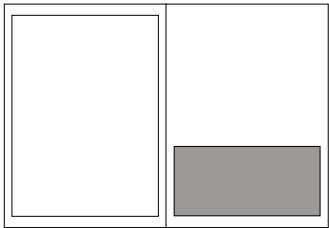
## AD Sizes



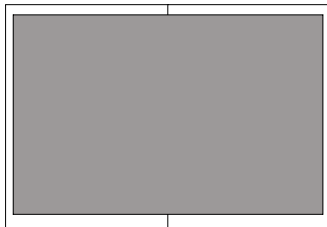
Full Page Non Bleed Ad  
Size: W 18 x H 25 cms



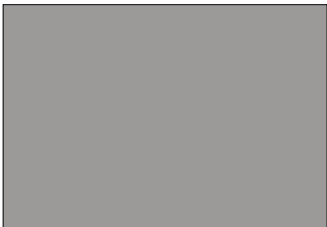
Full Page Bleed Ad  
Size: W 20.5 x H 27.5 cms



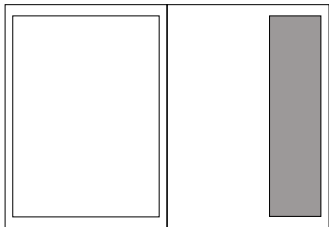
Strip Horizontal Ad  
Size: W 18 x H 7 cms



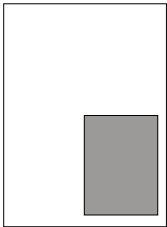
Double Spread Non Bleed Ad  
Size: W 36 x H 25 cms



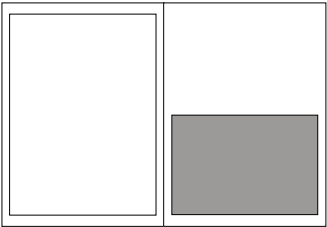
Double Spread Bleed Ad  
Size: W 41 x H 27.5 cms



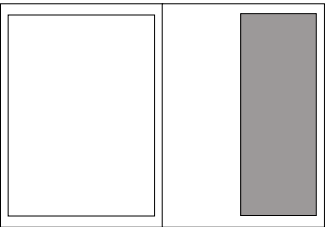
Strip Vertical Ad  
Size: W 5.5 x H 24 cms



Qtr Pg Ad  
Size: W 9 x H 12 cms



Half Page Ad Vertical  
Size: W 18 x H 12 cms



Half Page Ad Horizontal  
Size: W 10x H 24 cms