

ADVERTISEMENT IN EXHIBITORS' DIRECTORY

Type of Advertisement	Rates* (in Rupees ₹)	Rates* (in USD \$)
Opening First Page (Color)	35,000.00	600
Full Page (Color)	25,000.00	370
Inside Front Cover (Color)	50,000.00	1250
Inside Back Cover (Color)	45,000.00	1200
Back Cover (Color)	75,000.00	1500
Spine	35,000.00	650
Book Mark (Both Sides)	50,000.00	1250
Double Spread	45,000.00	1200

* GST @ 18% as per Government norms.

Technical data for advertisement in exhibitors' directory

Print Area: 12.0 cm (width) x 19.0 cm (height)

Page Area: 14.0 cm (width) x 21.5 cm (height)

Advertisement material required:

- **Black & White:** One single film positive of the above size with two clear proofs
- **Colour:** One set of colour separated four colour positives (Emulsion side down & 130 - 150 line screen) with progressive proofs
- **Electronic Format:** High resolution image of the size above, in PDF or CDR format.