



**ieema** journal

The Leading Electrical & Electronics Monthly

**ieema**  
your link to electricity



Started by IEEMA in June 1981, IEEMA Journal today, is the leading electrical and electronics monthly. With a circulation of 10,000 copies every month, it is the only trade journal of its kind, certified by Audit Bureau of Circulation (ABC).

Its circulation in India includes amongst others, Government Ministries like Power, Finance, Commerce, Defence, Railway, Information Technology; different Utilities, PSUs, State Electricity Boards, Engineering Colleges, Research Institutes, Foreign Missions in India etc.











The Journal is also sent to Indian missions abroad, counterpart electrical associations in various countries and also to a number of technical institutes, libraries and other subscribers in the overseas countries.

IEEMA Journal covers a variety of interesting matters related to Power, Electrical and Industrial Electronics Industry including articles of techno-commercial nature, national and international news relevant to the sector, information about new products, technologies and services. It also has articles related to management, quality etc.

The Journal propagates the cause of corporate social responsibility and publishes every month articles sharing activities of different organisations committed to the cause of social responsibility.

***Which is the best issue of IEEMA Journal so far?... the next one of course!***  
Because IEEMA Journal always looks at opportunities for improving the content and appearance of the Journal to make it a rich source of information for its readers.

IEEMA JOURNAL invites you to be a part of this initiative and seek your contribution towards the following:

-  Technical Articles
-  Articles on New Innovations, Technologies, R&D
-  Articles related to Case Studies
-  Articles related to Different Areas of Management
-  Articles on 'Corporate Social Responsibility' activities of your organisation
-  Important News related to Electrical Industry and Power Sector
-  New Product Information
-  Subscribe and recommend its subscription to your colleagues and friends
-  Advertise and take your products to those concerned
-  Scrutiny and Evaluation Technical Articles

***Be a part of this prestigious magazine and lets take it to greater heights!***

### Advertisement Tariff w.e.f.1st April 2008

Publication Date : 1st working day of the month of the Issue  
 Cover Pages : 210 GSM Indian Art Paper  
 Inside Pages : 100 GSM Indian Art Paper  
 Magazine Size : A4 (297 mm x 210 mm)

### Advertisement Sizes And Rates

	Height	Width	Rate Per Insertion (Rs.)
<b>Cover Positions</b>			<b>Rates for 4 colours and non bleed</b>
Front (GateFold)	260 mm	x 390 mm	90,000
Front (GateFold) - Half	260 mm	x 180 mm	50,000
Inside Front	260 mm	x 180 mm	58,000
Inside Back	260 mm	x 180 mm	50,000
Back	260 mm	x 180 mm	58,000
BackFold	260 mm	x 390 mm	75,000
<b>Special Positions*</b>			<b>Rates for 4 colours and non bleed</b>
Page 3 (5)	260 mm	x 180 mm	40,000
Page 4 (6)	260 mm	x 180 mm	38,000
Page 5 (7)	260 mm	x 180 mm	37,000
Page 13 (15)	260 mm	x 180 mm	36,000
Page 15 (17) onwards, 31 (33) RHP, each	260 mm	x 180 mm	34,000
<b>Ordinary Positions</b>			<b>Rates for 4 colours and non bleed</b>
Full Page	260 mm	x 180 mm	26,000
Half Page	130 mm	x 180 mm	14,000
Double Spread	260 mm	x 360 mm	52,000
Insert	305 mm	x 215 mm	52,000
Innovative	260 mm	x 180 mm	50,000

**Extra Charges:** Full Bleed : 20 % Extra  
 Specific position : 20 % Extra, other than page numbers mentioned above  
 Special Colour : Rs 5,000/- for every special colour

**Series Discounts:** Applicable on basis of number of advertisements released in 12-month period counted from first release. Series Discount not applicable for cover pages.  
 For 6 or more releases : 5 % discount  
 For 12 or more releases : 10 % discount

\* Page numbers in brackets indicate positions in case of gatefold front cover

Tariff Validity	: Tariff gives currently applicable rates. Rates are subject to change without prior notice. Advertisements will be billed at rates prevailing at the time of publication.
Payment	: Payment for advertisements should be made by crossed non-negotiable account payee cheque on bank in Mumbai / DD in case of outstation parties in favour of Ieema Journal. Remittance by electronic/mail transfer can also be made in favour of Ieema Journal current A/C No. 11751 with Bank of India, Worli Naka Branch, Pankaj Mansion, Dr A.B.Road, Worli, Mumbai 400 018.
Advertisement Material	: Advertisement Material is accepted as offset positives (150 lines/inch) with progressive proofs.  If advertiser can not provide the positives with progressive proof and sends the same as an electronic file (soft format), it should be in one of the following formats with colour output: <ul style="list-style-type: none"> <li>Ⓢ TIFF (Tagged Image File Format) with 400 dpi (dots per inch) resolution</li> <li>Ⓢ PDF (Portable Document Format) with high resolution for printing</li> <li>Ⓢ CDR (Coreldraw) version 12 with fonts converted to curves and at resolution of 400 dpi</li> <li>Ⓢ PSD/PS (Photoshop) version CS1 with 400 dpi, to actual print size</li> </ul> The material should be preferably given in TIFF format with colour output for proper reproduction of the advertisement. Other formats may be acceptable at advertiser's risk.
Shut-out Date	: 15th day of the previous month of the scheduled month of release.
Indemnity	: Advertisements published in IJ are on good faith basis. Advertiser will be solely responsible for contents / violation of any law in the contents / actions arising from contents.
Reproduction	: Every care is taken to give best possible reproduction. Reproduction will have limitations arising out of quality of positives, paper, ink etc. Quality of reproduction will not be cause for reduction / non payment of advertisement charges.
Credit Facility	: <b>Only INS accredited agencies and IEEMA Members</b> will get 60 days credit counted <b>from the date of billing</b> . The facility will be automatically cancelled if 2 bills are overdue. Other advertisers are required to pay in advance.
Cancellation	: Cancellation of Cover and Special Position advertisements is not permitted in a period 3 months prior to scheduled release. e.g. for the advertisement scheduled in August 08 issue, no cancellation will be permitted after 1st May 08. No cancellation charge will be levied for cancellation giving over 3 months notice.  Cancellation of ordinary page advertisement is not permitted in a period 1 month prior to scheduled release. e.g. for the advertisement scheduled in June 08 issue, no cancellation is permitted after 1st May 08. No cancellation charge will be levied for cancellation giving over 1 months notice.

For details contact



501, Kakad Chambers, Dr. A. B. Road, Worli, Mumbai 400 018, India  
Tel: 022- 2493 6528/ 6529/ 0532, Fax: 022- 2493 2705

Email: ij@ieema.org, vidya@ieema.org, pragati@ieema.org, Subscription: chitra@ieema.org

# Yes! Book our advertisement space in IEEMA Journal

The Editor  
**IEEMA Journal**  
501 Kakad Chambers,  
132 Dr Annie Besant Road  
Worli, Mumbai 400 018.

Date:

Dear Sir,

Please insert our advertisements in IEEMA Journal in accordance with the instructions given below.

Size : \_\_\_\_\_

Month : \_\_\_\_\_

Position : \_\_\_\_\_

Contract :      \* For 6 or more releases      \* For 12 or more releases

Our crossed cheque / demand draft of Rs\_\_\_\_\_ is enclosed in the name of IEEMA Journal, payable at Mumbai.

The Advertisement Material is enclosed / will follow.

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Company : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Phone : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_

Mail this form to:



501, Kakad Chambers 132, Dr A Besant Road, Worli, Mumbai 400 018.