

**ADVERTISEMENT TARIFF W.E.F.1<sup>ST</sup> APRIL 2009**

**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** : A - 4, 297 mm x 210 mm

**ADVERTISEMENT SIZES AND RATES**

	<u>HEIGHT</u>		<u>WIDTH</u>	<u>RATE PER INSERTION (Rs.)</u>
<b>Cover Positions:</b>				Rates for 4 colours and non bleed
Front (GateFold)	: 260 mm	x	390 mm	1,00,000
Front (GateFold) - Half	: 260 mm	x	180 mm	60,000
Inside Front	: 260 mm	x	180 mm	65,000
Inside Back	: 260 mm	x	180 mm	60,000
Back	: 260 mm	x	180 mm	65,000
BackFold	260 mm	x	390 mm	85,000
<b>Special Positions:</b>				Rates for 4 colours and non bleed
Page 3	: 260 mm	x	180 mm	50,000
Page 4	: 260 mm	x	180 mm	40,000
Page 5	: 260 mm	x	180 mm	45,000
Page 9	: 260 mm	x	180 mm	40,000
Page 15, 17, 19, 21, 23, 25, 27, 29, 31, each	: 260 mm	x	180 mm	38,000
<b>Ordinary Positions:</b>				Rates for 4 colours and non bleed
Full Page	: 260 mm	x	180 mm	30,000
Half Page	: 130 mm	x	180 mm	17,000
Double Spread	: 260 mm	x	360 mm	60,000
Insert	: 305 mm	x	215 mm	60,000
<b>Appointments:</b>				Rates for 4 colours and non bleed
Full Page	: 210 mm	x	165 mm	20,000
Half Page	: 100 mm	x	165 mm	10,000

**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 the 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 - 7.5 % discount

For 12 or more releases - 15 % discount

**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 leema Journal. Remittance by electronic/mail transfer can also be

- made in favour of **leema Journal** current A/C No. 11751 with Bank of India, Worli Naka Branch, Pankaj Mansion, Dr A.B.Road, Worli, Mumbai 400 018.
- Advt. 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:
- TIFF (Tagged Image File Format) with 400 dpi (dots per inch) resolution. or
  - PDF (Portable Document Format) with high resolution for printing. or
  - CDR (Coreldraw) version 12 with fonts converted to curves and at resolution of 400 dpi. or
  - PSD/PS (Photoshop) version CS1 with 400 dpi and to the actual print size.
- 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** : Only **INS accredited agencies** and **IEEMA Members** will get 60 days credit counted from the **date of billing**. 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 09 issue, no cancellation will be permitted after 1st May 09. 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 09 issue, no cancellation is permitted after 1st May 09. No cancellation charge will be levied for cancellation giving over 1 months notice.