

## Advertisement in Souvenir

### AD in SOUVENIR details



38th Annual Awards 2011

#### Technical Details

Page Size - 205 mm x 275 mm

Artwork Size (Non Bleed) – 190 mm x 260 mm

Artwork Size with bleed - 211mm x 281mm

Material:

#### Artwork on CD

- (Only the following digital file formats will be accepted – TIF, Print Quality PDF, EPS, PSD or CDR.
- For CDR files all text must be converted to curves.
- Please note that indicative colour printouts or digital proof should be supplied along with the CD to check layout and fonts.
- For exact colour matching, progressive proofs must be supplied.

Please Note: If the above requirements are not complied with, we will not be responsible for any discrepancies in the printing of the ad.

#### Rates

<b>Position</b>	<b>Rate</b>
Back Cover (Colour)	₹ 1, 00,000
Inside Front Cover (Colour)	₹ 75,000
Inside Back Cover (Colour)	₹ 75,000
Double Spread (Colour)	₹ 55,000
Page 1 (Colour) (Facing Inside Front Cover)	₹ 60,000
Last Page (Colour) (Facing Inside Back Cover)	₹ 50,000
Full Page (Colour)	₹ 30,000
Half Page (Colour)	₹ 20,000
Full Page (B/W)	₹ 18,000
Half Page (B/W)	₹ 12,000
Gatefold	₹ 1, 25,000

Note: Guaranteed Special Position -- 20% extra