

PD Year Book - Advertisement Tariff

(W.E.F JAN 2014)



**Pratiyogita Darpan
Year Book**
Hindi & English
combined

Varshiki

Year Book

Particulars	Varshiki		Year Book		Pratiyogita Darpan Year Book Hindi & English combined	
	Colour	B & W	Colour	B & W	Colour	B & W
Back Cover	200000		135000		260000	
Inside Covers (IFC/IBC)	140000		100000		200000	
Double Spread	260000	130000	180000	90000	350000	120000
Full Page (Inside)	135000	70000	92000	46000	175000	85000
Half Page	75000	39000	55000	26000	100000	48000
Island Position	45000	24000	30000	15000	60000	32000
Single Column	55000	26000	38000	20000	70000	36000
Quarter Page	40000	20000	27000	14000	52000	27000
MECHANICAL DATA						
Overall Size	27.3 cms X 19.8 cms		DATE OF PUBLICATION			
Print Area	24.5 cms X 16.5 cms		Volume 1 - October			
Columns Per Page	Three (3)		Volume 2 - April			
Column Size	24 cms X 5 cms					
Half Page (Vertical)	24 cms X 8 cms		* Above tariff is valid for single volume only			
Half Page (Horizontal)	12 cms X 16.5 cms					
Island Position	8 cms X 12 cms					