

Circulation and Readership

The circulation will exceed 5,000, with a total readership of over 50,000. In addition to paid subscriptions, the directory will be mailed with the compliments of *tele.net* to the top decision-makers and influencers in the Indian telecom sector – operators, infrastructure providers, policy makers in government, regulatory agencies, industry associations, etc. A special effort will be made to market the directory to leading technology providers, equipment manufacturers, VAS marketers, sector consultants, etc. The publication will be highly promoted in *tele.net* magazine and at important industry events.

The Directory will be of tremendous reference value and have a shelf life of at least one year. The printing, production and paper quality will be of the highest standards. It will provide an excellent platform for telecom sector organisations to showcase their products and services or highlight their achievements and contribution to the sector.



Contents

The Year Book will provide the latest information on the Indian telecom sector – on the wireless, wireline and broadband segments. It will also outline the key trends and issues, presenting the current status and the road ahead. This section, rich in data and statistics, will consist of at least 100 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading telecom sector organisations – their areas of business, product/service offerings, key operating units, subsidiaries, etc. It will also list the top managers and officials. This information will be classified in distinct sections like:

- ❖ Ministry of Communications & IT (DoT, WPC, USOF, TEC, etc.)
- ❖ Regulatory institutions (TRAI, TDSAT, etc.)
- ❖ Wireless operators
- ❖ Wireline operators
- ❖ Internet service providers
- ❖ Long distance service providers
- ❖ Managed services providers
- ❖ Satellite services and equipment providers
- ❖ Infrastructure providers
- ❖ Equipment and technology providers
- ❖ Handset vendors
- ❖ Infrastructure equipment providers
- ❖ Power solution providers
- ❖ Value-added services providers
- ❖ Mobile content and entertainment providers
- ❖ Enterprise applications/services providers
- ❖ OSS/BSS vendors
- ❖ Test and measurement vendors
- ❖ Research and development organisations
- ❖ Financial institutions
- ❖ Industry associations
- ❖ Consultancy organisations
- ❖ Etc.

Advertising Rates

The key ad rates are as follows:

Ad position	Rate
Full page	1,00,000
Right side page	1,10,000
Back cover	2,00,000
Inside front/back covers	1,50,000
Double spread	2,00,000
Special positions (First 50 pages)	1,20,000
Full page plus book mark	1,50,000

The positions will be offered on a first-come, first-served basis.

Technical Specifications for Advertisements

Final size of the directory (finished size)	: 210mm x 273mm
Non-bleed ad size (within the print area)	: 190mm x 253mm
Bleed size (3mm extra from all sides over and above finished size)	: 216mm x 279mm

Artwork Preference: Print-ready .pdf format – "CMYK", or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

Contact:

Raman Dev Narang, Sr. Vice-President, +91 9810617991

Address:

India Infrastructure Publishing Pvt. Ltd.
B-17, Qutab Institutional Area, New Delhi – 110 016
Tel: 91-11-41688611 (D) Fax: 91-11-26531196
E-mail: raman.narang@indiainfrastructure.com