



Indian  
Infrastructure

# ROADS & BRIDGES

Directory and Year Book 2010-11

## Contents

The Year Book section will present the latest information on the Indian road sector – on the National Highways Development Programme, state road network development and the Pradhan Mantri Gram Sadak Yojana. It will also outline the key trends and issues, providing current status and future projections. This section, rich with data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading road sector organisations – their areas of business, key operating units and special purpose vehicles. It will also list top managers and officials. This information will be classified in distinct sections like:

- ❖ Ministries (central/state)
- ❖ Central government agencies and institutions
- ❖ State-level agencies (PWDs, road corporations, infrastructure boards, etc.)
- ❖ Project developers
- ❖ EPC firms and contractors
- ❖ Construction equipment manufacturers/marketers
- ❖ Raw material suppliers
- ❖ Financial institutions and investors
- ❖ Management and specialty consultants
- ❖ Technology providers (tolling, intelligent transportation systems, etc.)
- ❖ Industry associations
- ❖ Research, development and training organisations
- ❖ Multilateral and international agencies
- ❖ Etc.

## Circulation and Readership

The circulation will exceed 5000, with total readership of over 50,000. In addition to paid subscriptions, the directory will be mailed with the compliments of Indian Infrastructure to the top decision-makers and influencers in the Indian road sector – in the central government, private sector organisations, state government agencies, financial organisations, development institutions, etc. A special effort will be made to market the directory to EPC firms and contractors, equipment manufacturers, technology providers, raw material suppliers, sector consultants, etc. The publication will be heavily promoted in Indian Infrastructure magazine and at important industry events.

The directory will be of tremendous reference value and have shelf-life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for road sector organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

## 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:

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