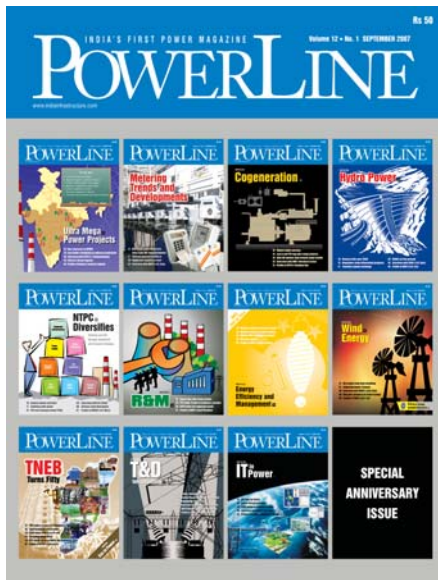


# RATE CARD

## POWERLINE



### >> CIRCULATION INFORMATION

State Electricity Boards (SEBs)	3,100
Public & private sector power developers	2,400
Equipment manufacturers & construction contractors	4,400
Governmental & inter-governmental agencies	1,200
Legislators & other opinion makers	800
Financial community	400
End users (Industrial segment)	2,000
Consulting engineers (across segments & companies)	2,300
Overseas	400 +
<b>Total</b>	<b>17,000 +</b>

### >> GENERAL SPECIFICATIONS

Monthly | All color | Glossy paper | Edit ad ratio 60:40 |  
Number of pages - between 70 to 80

### >> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	209.5mm x 273mm
Non-bleed ad size	:	195mm x 253mm
Bleed Size (3mm bleed on all sides)	:	215.5mm x 279mm
Artwork preference	:	Print-ready (CMYK mode), minimum 300 dpi (.tif, .eps, .pdf or .cdr) files with all fonts (True type and/or ATM fonts) with high quality digital proofs and progressives for color reference.
Resolution (inside pages)	:	Up to 133 lines per inch
Resolution (cover positions)	:	Up to 200 lines per inch

### >> KEY AD RATES

Full page color	:	Rs. 78,000
Back cover	:	Rs. 1,56,000
Inside front / back covers	:	Rs. 1,17,000
Center spread	:	Rs. 1,95,000
Special positions (first 20 pages or special requests)	:	Rs. 93,600
Recruitments / Tenders / Contracts / EOI	:	Rs. 58,484
Infocus/Special section sole sponsorship	:	Rs. 3,84,507 (nett)
Company showcase (2 page advertorial) (only one per issue)	:	Rs. 2,74,648 (nett)

### >> PACKAGES

6 Full page color advertisements	:	Rs. 4,44,600
12 Full page color advertisements	:	Rs. 8,42,400

### POWER LINE

B-17, Outab Institutional Area,  
New Delhi - 110 016, India.

Tel: 91-11-41034600, 41688611

Fax: 91-11-2653 1196

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