



>> CIRCULATION INFORMATION

Service providers (private/public)	3,500+
Equipment Manufacturers	2,000+
Government and inter-government agencies	1,000+
Legislators and opinion makers	750+
Financial Community	750+
Enterprise	1,500+
Others Influentials	1,000+
Total	10,000+

>> GENERAL SPECIFICATIONS

Monthly | Number of pages - 76 plus | Edit/Ad ratio 60 : 40 |
Glossy paper (100 gsm art paper) | All color

>> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	210 mm x 273 mm
Non-bleed ad size	:	195 mm x 253 mm
Bleed size (3mm bleed on all sides)	:	216 mm x 280 mm
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. 74,800
Back cover	:	Rs. 149,600
Inside front / back cover	:	Rs. 112,200
Center spread	:	Rs. 187,000
Special positions (first 20 pages or special requests)	:	Rs. 89,760
Company showcase (2 page advertorial and company logo in ToC)	:	Rs. 180,250 (nett)

>> PACKAGES

6 full page color advertisements	:	Rs. 426,360
12 full page color advertisements	:	Rs. 807,840

(+5 per cent GST as applicable)

Tariffs valid till May 2018

tele.net

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