

## CSR YEAR BOOK 2010

### ADVERTISEMENT RATES

ORDINARY POSITIONS :	English	Hindi	Combined	
Full Page	Rs. 35,000	Rs. 30,000	Rs. 45,000	(B & W)
Full Page	Rs. 70,000	Rs. 55,000	Rs. 90,000	(4-Colour)
Double Spread	Rs. 60,000	Rs. 50,000	Rs. 85,000	(B & W)
Double Spread	Rs. 1,20,000	Rs. 95,000	Rs. 1,65,000	(4-Colour)
Half Page	Rs. 25,000	Rs. 20,000	Rs. 30,000	(B & W)
Half Page	Rs. 40,000	Rs. 30,000	Rs. 55,000	(4-Colour)

### SPECIAL POSITIONS :

Back Cover	Rs. 1,80,000	Rs. 1,20,000	Rs. 2,55,000	(4-Colour)
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Second/Third Cover	Rs. 1,20,000	Rs. 60,000	Rs. 1,70,000	(4-Colour)
Spine Panel	Rs. 1,65,000	Rs. 95,000	Rs. 2,00,000	(4-Colour)
Front Gatefold Cover	Rs. 2,00,000	Rs. 1,35,000	Rs. 2,45,000	(4-Colour)
Year Planner	Rs. 3,30,000	Rs. 2,65,000	Rs. 4,40,000	(4-Colour)
Book-Marks	Rs. 1,20,000	Rs. 60,000	Rs. 1,70,000	(4-Colour)
Wall Map : India (45 cm. x 63 cm.)				
Sponsor Strip	Rs. 1,20,000	Rs. 60,000	Rs. 1,60,000	(4-Colour)
Wall Map : World (45 cm. x 63 cm.)				
Sponsor Strip	Rs. 1,20,000	Rs. 60,000	Rs. 1,60,000	(4-Colour)
Strip	Rs. 15,000	Rs. 10,000	Rs. 15,000	(B & W)
Strip	Rs. 30,000	Rs. 15,000	Rs. 30,000	(4-Colour)
Panel	Rs. 10,000	Rs. 5,000	Rs. 10,000	(B & W)
Panel	Rs. 20,000	Rs. 10,000	Rs. 20,000	(4-Colour)

### MECHANICAL DETAILS :

	Width	Height
Overall Size	13.6 cm.	19.3 cm.
Printed Page	11.5 cm.	17.0 cm.
Half Page (Horizontal)	11.5 cm.	8.5 cm.
Half Page (Vertical)	5.5 cm.	17.0 cm.
Book-Mark	5.0 cm.	17.0 cm.
Front Gatefold Cover	27.2 cm.	19.3 cm.
Year Planner	48.0 cm.	36.0 cm.
Map Panel (Each)	10.0 cm.	5.0 cm.
Strip	11.5 cm.	3.0 cm.
Strip on Front Cover	11.0 cm.	2.0 cm.
Spine Panel	3 cm.	5.5 cm.
Panel	5.5 cm.	3.0 cm.

Material required (File Format) : CDR (Curve), EPS. Colour Screen Ruling : 133  
25% Extra for Specified Positions. First 80 Pgs. (approx.) are in colour.

Last date of receipt of material is August 20, 2009.

For booking, please contact :

### COMPETITION REVIEW PVT. LTD.

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# YEAR BOOK 2010

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