

**Advertisement Tariff for Indian Advertisers**  
with effect from June 1, 2019

**Print**

**Colour**  
Full page: 23.5 cm x 17.5 cm Rs. 60,000/-  
Centrespread/Doublespread: 23.5 cm x 36 cm Rs. 1,20,000/-

**Black And White**  
Full page: 23.5 cm x 17.5 cm Rs. 39,000/-  
Centrespread/Doublespread: 23.5 cm x 36 cm Rs. 78,000/-  
Half page: 11.5 cm x 17.5 cm Rs. 23,000/-  
Quarter page: 9 cm x 11.5 cm Rs. 15,000/-  
Per column cm Rs. 900/-

**GST 5%**

**Web**

**Banner**  
Logo size: 82 pixels x 660 pixels Rs. 33,000/-

**Spot**  
Logo size: 70 pixels x 280 pixels Rs. 27,000/-

**GST 18%**

**Print & Website Advertisements**

**Premium with Print ads**  
Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement

**Banner**  
Logo size: 82 pixels x 660 pixels Rs. 20,000/-

**Spot**  
Logo size: 70 pixels x 280 pixels Rs. 15,000/-

**Advertisement Tariff for Foreign Advertisers**  
with effect from June 1, 2019

**Print**

**Black And White**  
Full page 23.5 cm x 17.5 cm US\$ 900/-  
Half page 11.5 cm x 17.5 cm US\$ 600/-  
Quarter page 9 cm x 11.5 cm US\$ 450/-

**Web**

**Banner**  
Logo size: 82 pixels x 660 pixels US\$ 900/-

**Spot**  
Logo size: 70 pixels x 280 pixels US\$ 600/-

**Print & Website Advertisements**

**Premium with Print ads**  
Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement

**Banner**  
Logo size: 82 pixels x 660 pixels US\$ 550/-

**Spot**  
Logo size: 70 pixels x 280 pixels US\$ 350/-

**Advertisement Tariff for Book Publishers**  
with effect from June 1, 2019

**Print**

**Black And White**  
Full page 23.5 cm x 17.5 cm Rs. 15,000/-  
Half page 11.5 cm x 17.5 cm Rs. 10,000/-  
Quarter page 9 cm x 11.5 cm Rs. 7,000/-  
Per column cm Rs. 500/-

**GST 5%**

**Web**

**Banner**  
Logo size: 82 pixels x 660 pixels Rs. 33,000/-

**Spot**  
Logo size: 70 pixels x 280 pixels Rs. 27,000/-

**GST 18%**

**Print & Website Advertisements**

**Premium with Print ads**  
Advertisers need to pay only the following additional rates for web insertions if they have taken a print advertisement

**Banner**  
Logo size: 82 pixels x 660 pixels Rs. 20,000/-

**Spot**  
Logo size: 70 pixels x 280 pixels Rs. 15,000/-

Print	Web
10% extra for bleed.	<p><b>Advertisements will be displayed on the website for a period of one month (27–30 days).</b></p> <p>The advertisers will supply the image to be displayed in .jpg or .gif formats or other similar web friendly formats.</p> <p>The text in the word format only to be supplied by the advertiser in case of text advertisement.</p>
On all space contracts for a minimum of 6 full page insertions in a period of 12 months, a series discount of 15% would apply.	

Mechanical Details for Print Edition	
Printing process : Offset	<b>Screen</b>
<b>Paper</b>	Black & White : 100%
Cover : Maplitho	Colour : 200%
Inside : Coated paper	Column width : 5.5 cm
Paper size trimmed : 26.5 cm x 19.5 cm	Column height : 23.5 cm
Print area : 23.5 cm x 17.5 cm	Columns per page : 3
Centrespread/Doublespread : 23.5 cm x 36 cm	Material accepted : Soft copy in high resolution in pdf/jpeg/gif/tiff
	Deadline for material : 15 days before date of issue

**Review Issues**

1) Money, Banking and Finance	: March	4) Review of Environment and Development	: October
2) Review of Women Studies	: April	5) Review of Urban Affairs	: November
3) Review of Rural Affairs	: June		

The Review Issues are published on the last Saturday of the months indicated. | The Special Issues for the year will be decided upon later.