



# PD Indian Economy - Advertisement Tariff

(W.E.F JAN 2014)						
					<b>Pratiyogita Darpan</b>	
	<b>INDIAN ECONOMY (Hindi)</b>		<b>INDIAN ECONOMY (English)</b>		<b>INDIAN ECONOMY (Hindi &amp; English combined)</b>	
Particulars	Colour	B & W	Colour	B & W	Colour	B & W
Back Cover	150000	-	150000	-	270000	-
Inside Covers (IFC/IBC)	130000	-	130000	-	230000	-
Full Page (Inside)	120000	62000	120000	62000	220000	110000
Half Page	68000	34000	68000	34000	120000	62000
Single Column	38000	22000	38000	22000	65000	36000
Quarter Page	34000	18000	34000	18000	58000	30000
<b>MECHANICAL DATA</b>						
Overall Size	27.3 cms X 19.8 cms		<u>DATE OF PUBLICATION</u>			
Print Area	24.5 cms X 16.5 cms		Volume 1 - April			
Columns Per Page	Three (3)		Volume 2 - October			
Column Size	24 cms X 5 cms					
Half Page (Vertical)	24 cms X 8 cms		* Above tariff is valid for single volume only			
Half Page (Horizontal)	12 cms X 16.5 cms					
Island Position	8 cms X 12 cms					