



ASSIGNMENTS ABROAD TIMES

vacancies for you

Language : English
 Frequency (AAT) : Bi-weekly (Sat & Wed)
 (V4U) : Weekly (Thursday)
 Printing Process : Web Offset
 Screen Black & White : 65 LPI
 Colour : 85 LPI

MECHANICAL DATA

One Page: 32.8 cms. x 52 cms. = 1705.6 sq. cms.

Width of column: 4.4 cms for display ads & 6 cms. for appointment ads.

Length of column: 52 cms.

Fraction of a centimetre will be treated as one full centimetre, being rounded off to the next higher centimetre.

Advertisements measuring in length less than 5 cms. short of the full height, i.e., above 47 cms. will be charged for the full height i.e. 52 cms., length.

MINIMUM SPACE

5 cms. x 4.4 cms. for display ads. and in multiples of minimum width.

5 cms. x 6 cms. for appointment ads. and in multiples of minimum width.

Front & back page ads as stipulated under separate headings

Advertisements of more than minimum width must be of a minimum of 5 centimetres height. If the size of the advertisement is less than the stipulated minimum height, the same will be treated as a Strip Advertisement and 25% premium will apply on space used, subject to a minimum of 164 sq. cms.

FRONT PAGE

(Solus only)

Maximum size : 25 cms. x 18.6 cms.

Minimum size : 20 cms. x 13.9 cms.

BACK PAGE

Minimum size : 10 cms. x 9.1 cms.

COLOUR ADVERTISEMENTS

Multicolour Advertisements will be accepted only for Front page, Back page and appointment pages and the material should reach our office strictly within the specified time.

MATERIAL REQUIRED

Soft copies in PDF/CDR/EPS/TIFF formats

COMPETITIVE ADVERTISEMENTS

While every effort will be made by the Management to avoid publication of competitive advertisements in 'Knocking' positions or in close proximity to each other, in same page or in the opposite page, no guarantee can be given in this respect, nor will any claim for free repeat insertion be entertained.

DISPUTES

No dispute / protest / claim in respect of any bills will be entertained, unless made within one week of publication. Under no circumstances, shall payment for any bill or any portion thereof be held back as disputed.

PAYMENTS

Drafts / Cheques are to be drawn in favour of "Aishwarya Publications Pvt. Ltd." only.

WIDTH PARTICULARS

APPOINTMENT ADVERTISEMENTS

| Size | Min. | 2 nd | 3 rd | 4 th | 5 th |
|---------------|------|-----------------|-----------------|-----------------|-----------------|
| Width in Cms. | 6 | 12.7 | 19.4 | 26.1 | 32.8 |

DISPLAY ADVERTISEMENTS

| Size | Min. | 2 nd | 3 rd | 4 th | 5 th | 6 th | 7 th |
|---------------|------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Width in Cms. | 4.4 | 9.1 | 13.9 | 18.6 | 23.3 | 28 | 32.8 |

Advertisements with odd width will be adjusted to the next size and be billed



Aishwarya Publications Pvt. Ltd.

ADVERTISEMENT RATES

w.e.f. 01-10-2010

| Rates are in rupees per sq. cm. (1 cm. width x 1 cm. height) | AAT | | | | V4U | |
|---|----------------|----------------|----------------|------------|----------------|----------------|
| | Single Edition | Double Edition | Triple Edition | Add on V4U | Single Edition | Double Edition |
| Appointments | | | | | | |
| (Black & White) | 380 | 550 | 750 | 200 | 300 | 450 |
| Special Position | 450 | 650 | 850 | 200 | 350 | 450 |
| Display | | | | | | |
| (Black & White) | 450 | 650 | 850 | 200 | 300 | 450 |
| Special Position | 500 | 750 | 1000 | 200 | 350 | 500 |
| (Four Colour) | 600 | 900 | 1200 | 200 | 400 | 550 |
| Special Position | 650 | 950 | 1250 | 200 | 450 | 600 |
| Back Page | | | | | | |
| (Black & White) | 500 | 700 | 900 | 200 | 350 | 450 |
| Special Position | 550 | 750 | 950 | 200 | 370 | 500 |
| (Four Colour) | 650 | 950 | 1250 | 200 | 400 | 550 |
| Special Position | 700 | 1000 | 1300 | 200 | 450 | 600 |
| Front Page (Solus) | | | | | | |
| (Four Colour) | 700 | 1000 | 1300 | 200 | 500 | 650 |

Multiple editions acceptable only for consecutive issues.
Special positions will be accepted subject to the availability of space.

DEAD LINE

BOOKING

| | | AAT Wednesday | AAT Saturday | V4U Thursday |
|-------------------------|----------------------------------|----------------------------------|------------------------------------|--------------------------------------|
| Appointment Ads. | (Black & White) (Four Colour) | Tuesday 6 p.m. Tuesday 2 p.m. | Friday 6 p.m. Friday 2 p.m. | Wednesday 6 p.m. Wednesday 2 p.m. |
| Display Ads. | (Black & White) (Four Colour) | Tuesday 10 a.m. Monday 5 p.m. | Friday 10 a.m. Thursday 5 p.m. | Wednesday 10 a.m. Tuesday 5 p.m. |
| Back Page | (Black & White) (Four Colour) | Monday 5 p.m. Monday 2 p.m. | Thursday 5 p.m. Thursday 2 p.m. | Tuesday 5 p.m. Tuesday 2 p.m. |
| Front Page | (Four Colour) | Monday 10 a.m. | Thursday 10 a.m. | Tuesday 10 a.m. |

It is advisable to book the space in advance to avoid disappointment.

CANCELLATION:

All cancellations have to be effected latest by 2 p.m. on the previous day of publishing. No cancellations acceptable for appointment advertisements.