

# LOGISTICS & SUPPLY CHAIN WORLD

## ADVERTISEMENT RATES

Effective January, 2014 Rates quoted in Indian Rupees

	1-3 insertions	4-6 insertions
<b>Colour</b>		
Back Cover	30,000	25,000
Inside Front Cover	25,000	-
Inside Back Cover	20,000	-
Full Page	15,000	12,000
Doublespread	25,000	-
Half Page (horizontal)	7,500	6000
<b>Black &amp; White</b>		
Full Page	10,000	-
Half Page (horizontal)	6,000	-

<b>Frequency :</b>	Bi-Monthly
<b>Printing Process :</b>	Web-offset
<b>Material Format :</b>	High resolution 300 dpi in pdf/eps format
<b>Paper/Screen :</b>	*Cover Pages - Art Paper 210 gsm *Inside Pages - Glazed 120 gsm
<b>Material Deadline :</b>	2 weeks prior to issue date
<b>Advt. Size :</b>	Actual cut size 213 mm (w) x 290 mm (h) Actual text area 193mm (w) x 270mm (h)

Note : Logistics & Supply Chain World reserves the right to reject or suspend any advertisement if, in its reasonable opinion, the material violates in any way the rights of any person, any particular section of society, or of any firm or corporation, as the case may be. It also reserves the right to reject or suspend any advertisement, if in its reasonable opinion, the advertiser is reasonably likely to contravene any relevant laws, regulations or codes of practice applying from time to time to the publication of the titles of Logistics & Supply Chain World