

The Loyalty Post Magazine

Effective January, 2015 Rates quoted in Indian Rupees

ADVERTISEMENT RATES

| Colour | 1-3 insertions | 4-6 insertions |
|--------------------|-----------------------|-----------------------|
| Back Cover | 30,000 | 25,000 |
| Inside Front Cover | 25,000 | - |
| Inside Back Cover | 20,000 | - |
| Full Page | 15,000 | 12,000 |

| | |
|----------------------------|---|
| Frequency : | Bi-Monthly |
| Printing Process : | Web-offset |
| Material Format : | High resolution 300 dpi in pdf/eps format |
| Paper/Screen : | *Cover Pages - Art Paper 250 gsm *Inside Pages - Glazed 120 gsm |
| Material Deadline : | 2 weeks prior to issue date |
| Advt. Size : | Actual cut size 213 mm (w) x 290 mm (h) Actual text area 193mm (w) x 270mm (h) |

Note : The Loyalty Post 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 The Loyalty Post

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