

## ADVERTISING TARIFF

### CASUAL

#### Back Page

Four colour	Rs.20,000/-
Black & White	Rs.14,000/-

#### Inside Front Cover

Four colour	Rs.18,000/-
Black & White	Rs.12,000/-

#### Inside Back Page

Four colour	Rs.16,000/-
Black & White	Rs.10,000/-

Full Page 4-colour (inside pages) Rs.14,000/-

Overseas Advertisement US\$ 500/-

Ordinary Full Page (B&W)	Rs.8,000/-
Page facing Editorial	Rs.8,500/-
Page facing Article (Guaranteed position)	Rs.8,500/-

Half Page Size 11 cm x 17 cm	Rs.5,000/-
Half Page Size 22 cm x 8 cm	Rs.5,000/-

Bottom Strips Size 5 cm x 17 cm Rs.3,000/-

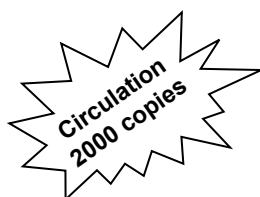
Center spread (Full pages)	10% extra
Center spread (Half pages)	20% extra

### COLOUR

50% extra for each additional colour

### PRINTED INSERTION

2 Page	Rs.14,000/-
4 Page	Rs.18,000/-



TECHNICAL DATA	
Printing	Offset
Overall Size	27cm x 20 cm
Printed page size	22 cm x 17 cm
Numbers of columns	Two
Column width	8 cm
Column length	22 cm
Paper used	White printing/Offset
Advertising material	film positives & Artpulls
(Art paper used for cover)	

**ANNUAL SUBSCRIPTION**  
**PAKISTAN RS. 8000/-, OVERSEAS US\$ 350/-**