



IDMA BULLETIN

PUBLISHED ON 7th, 14th, 21st and 30th of Every Month

ADVERTISEMENT TARIFF

(Effective from 01.11.2017)

Magazine Size: 21.5cm x 27.5cm/ Print Area: 18.5cm x 23.5cm

Position	Rate per Insertion ₹	
	B/W	Colour
Full Page (18cm wd x 23.5 cm ht)	9,000	12,500
Half Page (18 cm wd x 11.5 cm ht)(Horizontal)	5,000	8,500
Half Page (8.5 cm x 23.5 cm)(Vertical)	5,000	8,500
Quarter Page (8.5 cm wd x 11.5 cm ht)	2,500	6,000
Strips Advts (4 cm ht x 18 cm wd)	2,500	-
Inside Cover Pages	-	18,000
Back Cover	-	25,000
Centre Spread (double spread) Print area (40 cm wd x 27 cm ht)	25,000	30,000

Terms and Conditions:

- All payments by **Cheque/ Demand Draft/RTGS** in advance only to be made in favour of "Indian Drug Manufacturers' Association", Payable at Mumbai

The RTGS details are as follows:- BANK: BANK OF BARODA

Account Name: **Indian Drug Manufacturers' Association**, Bank A/c No.: Current A/c **76080200000242** Bank: **BANK OF BARODA**, Branch Address: Worli Branch, Mumbai-18, **IFSC : BARB0DBWORL MICR CODE : 4000122332**

- GST will be charged extra, as applicable. (Current Rate is @5%)
- SPECIAL DISCOUNTS for Series Advertisements
- For colour advertisements, positives to be supplied otherwise processing charges to be paid.
- Advertisement material must reach us 7 days before the date of publication.**
- Positioning of the Advt other than Cover Positions will be at our discretion.
- Only Colour Advts will be entertained on Cover Positions.

Classified Advertisements

- Upto 80 words - ₹2,000/-
- 50% extra for Advt Box Number
- 50% extra for indent/layout spacing, bold captions, etc.
- ₹50/-extra for voucher copy
- Series discount not applicable for classifieds

For further details such as series discounts etc, please contact:
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