



# IDMA BULLETIN

PUBLISHED ON 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> and 30<sup>th</sup> 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:**  
**Melvin Rodrigues—Cell:+9821868758 (Email: melvin@idmaindia.com)/**  
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**PUBLICATIONS DIVISION**

**INDIAN DRUG MANUFACTURERS’ ASSOCIATION**

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