



IDMA BULLETIN

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ADVERTISEMENT TARIFF

(Effective from 01.11.2017)

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

Position		Rate per Insertion ₹	
		B/W	Colour
Full Page (18 cm 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
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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
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Centre Spread (double spread) Print area (40cm wd x 27cm 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 : BARB0DBWOL**

MICR CODE : 400012232

- 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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