

18th August, 2006

Dear Member,

**Sub: Advertisement from Members for inclusion in
Bureau's Preliminary List and Serial Volume 115 (Vol. I & II)
(January-June 2006)**

We take this opportunity to thank our Members for placing their advertisements in the Bureau's Preliminary List of Circulations and Serial Volume No.114 for the audit period July-December 2005. Its time again to compile both Preliminary List of Circulations as well as Serial Volume (No. 115) for the audit period January-June 2006.

The Serial Volume will be made available to all Members in two Parts – **Part I** containing ABC Certificates (Yellow) and Area Breakdown Statements of Daily Newspapers and **Part II** containing ABC Certificates (Yellow) & Area Breakdown Statements of Weeklies, Fortnightlies, Monthlies and Annuals.

I – ADVERTISEMENTS IN PRELIMINARY LIST & ABC SERIAL BOOKS

Advertisements to be accepted from Members and carried in the Preliminary List and Serial Volumes will be in accordance with the terms and conditions as mentioned in the enclosure. Advertisement rates for different positions are also detailed therein.

Bureau's Preliminary List and Serial Volumes are referred to very frequently by most Media Planners, Advertising Agencies and leading Print Media Advertisers for selection of publications for advertisement. It is an ideal vehicle to carry your message to all those who matter to you for your space buying.

Should you be interested, may we request you to kindly arrange to send us your advertisement material (positives) together with a Cheque (drawn on a Mumbai bank) or Demand Draft drawn in favour of AUDIT BUREAU OF CIRCULATIONS payable at Mumbai, as per the Ad Rate Card **before 20th September, 2006** in case of advertisements for Preliminary List of Circulations and **before 30th September, 2006** for advertisements in Bureau's Serial Volume (No. 115).

II – ADVERTISEMENTS ON BUREAU'S WEBSITE:

You may also avail of the opportunity to advertise on the Bureau's website : www.auditbureau.org details of which are mentioned in the enclosure.

We await your positive response.

Thanking you,

Sd/-
Secretary General

Encl:

A) PRELIMINARY LIST OF CIRCULATIONS – JANUARY- JUNE 2006
ADVERTISING RATES

Positions	Advertisement Rate
Back Cover	Rs.1,00,000/-
Inside Front Cover	Rs. 75,000/-
Inside Back Cover	Rs. 50,000/-

Size for Preliminary List

	<u>Size (in cms)</u>
Back Cover	27.5 x 21
Inside Front Cover	27.5 x 21
Inside Back Cover	27.5 x 21
Ad Material: Positives	

B) ABC SERIAL VOLUMES - JANUARY – JUNE 2006

Volume I : Circulation data of Daily Newspapers
Volume II : Circulation data of Weeklies, Fortnightlies, Monthlies & Annuals

ADVERTISING RATES for Volume I & II respectively

Page Marks (both sides)	Rs. 75,000 each
Spine	Rs. 1,00,000 for both Volumes OR Rs. 60,000 for respective Volumes
Back Cover	Rs. 75,000 each
Reverse gate fold on cover	Rs. 1,00,000 each
Inside Covers	
➤ Front inside cover	Rs. 60,000 each
➤ Back inside cover	Rs. 40,000 each
Full inside page: Colour	Rs. 20,000*
Black & White	Rs. 10,000*

*50% premium for guaranteed position

Size for Serial Volumes I & II

Position	Size (in cms)
Page Marks (both sides)	22 x 6
Spine - Volume I	22 x 5.0
Volume II	22 x 3.0
Back Covers (Volume I & II)	25 x 17.5
Reverse gate fold on cover	25 x 38 (Double spread)
Inside Covers (Volume I & II)	25 x 17.5
Full inside page: Colour or	
Black & White	25 x 17.5
Ad Material: Positives	

Terms & Conditions:

- Advertisements will be accepted both for colour and/or black & white.
- The Bureau reserves the right to reject any advertisement without assigning any reason.
- Advertisements from Publisher Members should conform to the provisions of the Bureau's Code for Publicity. Readership figures as released by NRSC can be quoted if desired.
- Material for the advertisements for inclusion in the January-June 2006 Preliminary List and Serial Volumes together with full payment in advance, should reach the Bureau's Office latest by **20th September 2006 (Preliminary List of Circulations)** and **30th September 2006 (Serial Volume No. 115)** respectively.

C) Advertisement Rates for advertisements from Members of the Bureau on the Bureau's website: www.auditbureau.org

	Ad Rate for 1 month	Ad Rate for 3 months	Size of the banner
	Rs.	Rs.	
Two Ear Panels	20,000	45,000	143 x 65 pixels
Two Top Banners	15,000	35,000	238 x 90 pixels
10 Side Banners	5,000	10,000	143 x 90 pixels
Members' login Section			
Two Ear Panels	15,000	35,000	143 x 65 pixels
10 Side Banners	3,500	8,000	143 x 90 pixels

Audit Bureau of Circulations

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