

1st March, 2006

Dear Member,

**Sub: Advertisement from Members for inclusion in
Bureau's Preliminary List and Serial Volume 114 (Vol. I & II)
(July-December 2005)**

We take this opportunity to thank our Members for placing their advertisements in the Bureau's Preliminary List of Circulations and Serial Volume No.113 for the audit period January-June 2005. Its time again to compile both Preliminary List of Circulations as well as Serial Volume (No. 114) for the audit period July-December 2005.

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.

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 all 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.

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.

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 27th March, 2006** in case of advertisements for Preliminary List of Circulations and **before 14th April, 2006** for advertisements in Bureau's Serial Volume (114).

We await your positive response.

Thanking you,

Very truly yours,
For AUDIT BUREAU OF CIRCULATIONS,

Sd/-

Encl:

Secretary General



A) PRELIMINARY LIST OF CIRCULATIONS – JULY- DECEMBER 2005

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 - JULY-DECEMBER 2005

- 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	

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

Terms & Conditions:

- In case of multiple request for any position as mentioned above (except for Full Inside Page) advertisements will be accepted by draw of lots after the due dates as specified.
- 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 July-December 2005 Preliminary List and Serial Volumes together with full payment in advance, should reach the Bureau's Office latest by **27th March, 2006** and **14th April, 2006** respectively.

Audit Bureau of Circulations

Founder Member: International Federation of Audit Bureaux of Circulations

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