

# Logistics & Supply Chain World

## ADVERTISEMENT RATES

Effective

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Rates quoted in Indian Rupees

	1-3 insertions	4-6 insertions
<b>Colour</b>		
Back Cover	50,000	40,000
Inside Front Cover	40,000	30,000
Inside Back Cover	35,000	25,000
Full Page	15,000	12,000
Doublespread	25,000	-
Half Page (horizontal)	7,500	6,000
<b>Black &amp; White</b>		
Full page	12,000	-
Half page (horizontal)	6,000	-

<b>Frequency :</b>	Bi-Monthly
<b>Printing Process :</b>	Web-offset
<b>Material Format :</b>	High resolution 300 dpi in pdf / eps format
<b>Paper/Screen :</b>	*Cover Pages - Art Paper 210 gsm *Inside pages - Glazed 120 gsm
<b>Material Deadline :</b>	2 weeks prior to issue date
<b>Advt. Size :</b>	Non-bleed area 17cms (w) x 25 cms (h) Bleed area 19.8 cms (w) x 27.4 cms (h)

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