

# ADVERTISING OPPORTUNITIES

Pharmabiz provides a host of flexible advertising opportunities to every category and size of business. These include display advertising in colour and B&W, sponsored advertorials, B2B classifieds in colour and B&W as well as other regular sections like Appointments, Tenders, etc.

Special positions on covers and selected pages are also provided subject to

availability. The advertising tariffs have been designed to enable even the smallest businesses to plan campaigns and reach the South Asian pharma industry without straining their media budgets.

Special graded discount packages are also available to advertisers who plan long-term campaigns.

## DISPLAY TARIFFS (Standard Sizes)

Advertisement Type	DIMENSIONS		INR*		US \$*			
	Height	Width	Height	Width	Colour	B&W		
1) Tabloid Double Spread	335 mm	463 mm			153,000	102,000	5100	3400
2) Tabloid Full Page	335 mm	230 mm			76,500	51,000	2550	1700
3) Tabloid Junior Page	250 mm	185 mm			45,000	30,000	1500	1000
4) Tabloid 1/2 Page	180 mm	230 mm			40,500	27,000	1350	900
5) Tabloid 1/3 Page	200 mm	130 mm	150 mm	190 mm	27,000	18,000	900	600
6) Tabloid 1/4 Page	150 mm	130 mm	90 mm	230 mm	20,250	13,500	675	450

\*Rate per Insert

### DISPLAY TARIFFS (NON STANDARD SIZES)

INR: Colour: 450 per col. cm.

B&W: 300 per col. cm.

US \$: Colour: 15 per col. cm.

B&W: 10 per col. cm.

### SPECIAL POSITION PREMIUMS:

Front Page Solus: 150% Extra, Back Page Solus: 100% Extra

Guaranteed Page: 50% Extra

## OTHER ADVERTISING OPPORTUNITIES

### EAR PANEL

A premium advertisement option next to the mast head on the front page in full color available at an incredibly low price of INR 7500 (US \$ 250) per insertion.

Ad dimensions: 4.5 cm width x 6 cm height.

Commitment: 26 or 52 inserts.

### PHARMA CANVAS - Colour

A special section for color classified advertisements, that allows advertisers to present their products and services in all their splendour, in full panoramic color. The advertisement rates are a mere INR 3000 (US \$ 90) per insert.

Ad dimensions: 7.5cm width x 8 cm height.

Commitment: 26 or 52 inserts

### PHARMA CANVAS - B&W

Launched by popular demand, the B&W version of Pharma Canvas. The advertisement rates are a INR 1800 (US \$ 50) per insert.

Ad dimensions: 7.5cm width x 8 cm height.

Commitment: 26 or 52 inserts



## SPECIFICATIONS:

**Total Print Area:** 335 mm height x 230 mm width

Single column height: 335 mm; Single column width: 40 mm

**Compatible File formats:** Corel Draw - Open File with fonts and images, Quark Express & Adobe Illustrator, Acrobat Reader Files.

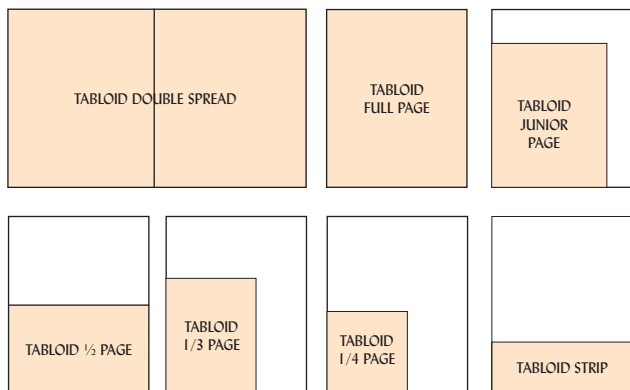
**Colour Separation:** CMYK format, 300 dpi at the correct size.

**Images:** (Pictures, photos, logos & illustrations) TIF or EPS format with a minimum resolution of 300 dpi at size to be used.

In case of Double Spread advertisements wherein the text matter runs across the pages, a gutter space of 3 mm on the inside of each page is recommended.

MAIL ADVERTISING MATERIAL to: saffronmedia@gmail.com

**Advertising & Editorial Deadline:** Every Monday 5 pm IST



Please note: \* Bulk advertising invites special discounts \* Rates quoted in Indian Rupees are applicable only to advertisers from India, Bangladesh, Pakistan, Nepal and Sri Lanka. Advertisers from other countries will be charged as per the rates quoted in US Dollars. \* Advertisers in our event specials will benefit from additional circulation at the events.

**CHRONICLE  
PHARMABIZ**

South Asia's No.1 Pharma News Weekly

For booking and further information contact Vinod Kanojia

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