

ADVERTISEMENT RATES

Pages with reference to book, From 177 To 177

TECHNICAL DATA

Overall Size 11* x 8*
Printed Size 9' x 64'
Two Columns to a Page
Half Page (Vertical) 3'' x 9''
Half Page (Horizontal) 6'' x 41''

ADVERTISEMENT RATES

Per Insertion

The J.P.M.A. advertisement rates w.e.f.
1st March, 1976 are as shown below:-

Ordinary Full Page Rs. 2,000/-
Ordinary Half Page Ra 1,200/-
Back Cover and Inside Cover by negotiations.
50% Extra for each colour impression.

Insert Rates

Full page insert printed on

One side Rs. 2,000/-
Full page insert printed on
both side Rs. 4,000/-

Agency Commission

Casual 15%
Contract 20%