

ADVERTISEMENT RATES

Pages with reference to book, From 205 To 205

TECHNICAL DATA

Overall Size 11'' x8''

Printed Size 9''x64''

Two Columns to a Page

Half Page (Vertical) 3''x9''

Half Page (Horizontal) 6'' x 4''

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 Rs. 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 sides Rs.4,000/-

Agency Commission

Casual.....15%

Contract.....20%