

Advertisement Tariff

Effective November 2023

Display and Supplement Advertisement 4 Colour

Rate Rs. 425/- per column cm

| | Sizes | Cost |
|---------------------|-------------------------|----------------------|
| Full Page | 40cm X 6 column | Rs. 102,000/- |
| Half Page | 20 cm X 6 column | Rs. 51,000/- |
| Quarter Page | 20 cm X 3 column | Rs. 25,500/- |
| 1/8 Page | 15 cm X 2 column | Rs. 12,750/- |

- ◆ Front Page has 100% surcharge ◆ Back Page has 50% surcharge
- ◆ Granted Position has 35% surcharge

FREE Ad: Ad in 11 consecutive issues will qualify for the 12th ad to be published FREE. Size of 12th, FREE, insertion shall be the average of 11 paid ads.

Engineering Bazar

This is economical scheme for small ads. Ads can be placed under four categories namely

◆ **Engineering Bazar**

◆ **Bijli Ghar**

◆ **Automation Park**

It can be according to your choice and nature of products. Prices for three sizes of ads for 24 insertions (one year) and 12 insertions (6 months) are as under.

| Duration | 10 col. cm | 15 col. cm | 20 col.cm |
|--------------------------|---------------------|----------------------|----------------------|
| 24 ads (1 year) | Rs. 75,000/- | Rs. 112,000/- | Rs. 149,000/- |
| 12 ads (6 months) | Rs. 38,500/- | Rs. 57,000/- | Rs. 76,500/- |

Professional Club

In this scheme we accept ads of consulting engineers and architects only. Prices for two sizes of ads for 24 insertion (1 year) and 12 insertions (6 months) are as under.

| Duration | 4cm x 6cm | 8cm x 6cm | 8cm x 12cm |
|-------------------|--------------|--------------|---------------|
| 24 ads (1 year) | Rs. 35,000/- | Rs. 69,000/- | Rs. 137,500/- |
| 12 ads (6 months) | Rs. 18,000/- | Rs. 36,000/- | Rs. 70,500/- |

Ear Panels

It's a prestigious position for ads. We have panels on English and Urdu Front page and on Page No.3.

| No of Ads | English Front page | Page 03 | Urdu Front page |
|-----------|--------------------|--------------------|---------------------|
| | (H)6 cm x (B) 6 cm | (H)5 cm x (B) 6 cm | (H) 5 cm x (B) 6 cm |
| 24 ads | Rs. 145,000/- | Rs. 132,000/- | Rs.120,000/- |
| 12 ads | Rs. 79,000/- | Rs. 71,500/- | Rs. 66,000/- |

Minimum booking—————12 Ear Panels

Three months notice will be required to cancel the booking.