

ADVERTISING TARRIFF

Position	Bleed Size (mms)	Non-Bleed Size (mms)	Rate (INR)
Inside Page			
Full Page	215.9 x 279.4	190.9 x 254.4	1,00,000
Double Spread	431.8 x 279.4	406.8 x 254.4	2,25,000
Center Spread	431.8 x 279.4	406.8 x 254.4	2,75,000
Covers			
Inside Front Cover	215.9 x 279.4	190.9 x 254.4	3,50,000
Outside Back Cover	215.9 x 279.4	190.9 x 254.4	4,00,000
Inside Back Cover	215.9 x 279.4	190.9 x 254.4	3,00,000
False Cover	215.9 x 279.4	190.9 x 254.4	8,00,000
Half False Cover	107.95 x 279.4	95.45 x 254.4	6,00,000
2 Page Cover (Reverse Gatefold)	431.8 x 279.4	406.8 x 254.4	6,00,000
Special Positions			
Half Page - Horizontal	215.9 x 134.7	190.9 x 127.2	80,000
Half Page - Vertical	107.95 x 279.4	95.45 x 254.4	80,000
Half Page - Double Spread	431.8 x 139.7	406.9 x 127.2	1,50,000
Strip Ads (Horizontal)	215.9 x 57.35	181.9 x 57.35	70,000
Extended Gatefold [4 Pages]			6,00,000

Innovations - We are open to innovative ads on request

Bookmark			2,00,000
Belly Band			4,00,000
Belly Band with Double Spread			6,00,000
Dog-Ear Tag - One-Sided, 1Page			2,00,000
Dog-Ear Tag, two-Sided, Two Pages			3,00,000
French Window			10,00,000
Envelope/Jacket			12,00,000

Technical Specifications:

- Artwork must be supplied in one of the following formats only: .cdr, .eps, .tiff, .pdf. Files must be saved with all fonts converted to curves, and all layers flattened. Artwork should be supplied in High Resolution CMYK, with a minimum resolution of 300 dpi.
- Artwork on CDs must be accompanied with colour printout of the advertisement for colour proofing.
- Bleed artwork should have a bleed area of 5mm on all sides.
- 5mm gutter space should be provided in the center of all Double Spread ads. It is recommended that no text or subject matter falls within 5 mm of the trimming edge to avoid any content being trimmed.
- Paper Quality: Covers - 170 gsm Art Paper / Inside Pages - 70 gsm LWC Paper

Material required for BW ads: Positives of 100 lpi screen.

For 4-colour ads: Positives of 120 lpi screen.

Progressive Proofs are required on Glazed Newsprint.

Booking and Material deadlines: 10 days before issue date.

For Advertisement in Realty Plus, please contact:

New Delhi - Asit Karmakar - akarmakar@exchange4media.com | +91 98914 66347,

Priya Patra - ppatra@exchange4media.com | +91 99997 68737

1210 [12th Floor], Kailash Building, KG Marg, New Delhi - 110001. Ph: +91 11 2332 3184 / 87 / 88. Fax: +91 11 4151 0559

Mumbai -

301 Kakkad Bhavan, 3rd Floor, 11th street, opp Gaiety Galaxy Cinema, Bandra (W), Mumbai - 400 050. Ph: +91 022 2640 3303 / 3309 / 3314 / 3316

Bangalore - Sneha Walke - sneha@exchange4media.com | +91 98455 41143

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