

Manorama Yearbook Rate Card

Advertisement Rates for Yearbook - 2014

Advertisement Rates for Yearbook - 2014					
	English	Hindi	Malayalam	Tamil	Bengali
Full page colour	50000	16000	20000	15000	12000
Full page B&W	40000	8000	10000	7500	6000
Half page colour	26000	8500	10500	8000	6500
Half page B&W	22000	4300	5500	4000	3250
Inside cover	85000	34000	50000	34000	33000
Back cover	145000	51000	65000	51000	50000

Mechanical Data (In Cms.)	English Yearbook	Other Yearbooks
Full page	18 x 11	17 x 11
Half page (Horizontal)	8.5 x 11	8 x 11
Half page (Vertical)	18 x 5.5	17.5 x 5.5
Overall bleed trimmed size	20 x 13.2	19 x 13.2
Material required	21 x 13.7	20 x 13.7
Number of cols. to the page	2	2
Column width	5.5	5.5
Screen ruling (Col.& B&W)	100 lpi	100 lpi
Screen ruling (Cover page)	133 lpi	133 lpi

Material Deadline					
	ENGLISH	HINDI	MALAYALAM	TAMIL	BENGALI
COVERS	5/9/2013	15/9/2013	15/10/2013	15/10/2013	15/10/2013
INSIDE PAGES	10/9/2013	5/10/2013	10/11/2013	10/11/2013	10/11/2013

Material	
COLOUR	Digital file with proofs
B&W	Digital file with proofs

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