

Advertising Options & Rates 2020-2021

Page Size	Card Rate (Rate Per Issue)	Spcl Discount (Rate Per Issue)	Page Commitment	Dimensions (inches)
Front Cover	Rs.1,50,000/-	Rs.1,20,000/-	Front Cover	8.5 X 8.2
Back Cover	Rs.1,00,000/-	Rs.75,000/-	Back Cover	8 X 9.7
Front Inner	Rs.90,000/-	Rs.67,500/-	Front Inner	8.5 X 10.5
Back Inner	Rs.90,000/-	Rs.67,500/-	Back Inner	8.5 X 10.5
Full Page	Rs.40,000/-	Rs.25,000/-	with commitment	8.5 X 10.5
Full Page	Rs.40,000/-	Rs.20,000/-	NA	8.5 X 10.5
Half Page	Rs.22,500/-	Rs.12,000/-	NA	8.5 X 5.25
Quarter Page	Rs.12,000/-	Rs.7,500/-	NA	3.5 X 4.5
5% GST is applicable				

Note: Prominent Special rates for front cover, back cover, front inner & back inner can be availed by emailing us at info@watertoday.org

File formats for ads: PDFs, Corel draw only.

Image Resolution: 300dpi

Note: INR 5,000 /- charges are applicable for ad designing/creation for full page.