



IDMA BULLETIN

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ADVERTISEMENT TARIFF

(Effective from 01.11.2017)

Magazine Size: 21.5 cm x 27.5 cm / Print Area: 18.5 cm x 23.5 cm

Position		Rate per Insertion ₹	
		B/W	Colour
Full Page (18 cm wd x 23.5 cm ht)	:	9,000	12,500
Half Page (18 cm wd x 11.5 cm ht) (Horizontal)		5,000	8,500
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Terms and Conditions:

- All payments by **Cheque/ Demand Draft/RTGS** in advance only to be made in favour of “**Indian Drug Manufacturers’ Association**”, Payable at Mumbai
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RTGS to BANK: CITIBANK N.A., **BANK Account number :** 0036274115.
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- SPECIAL DISCOUNTS for Series Advertisements
- For colour advertisements, positives to be supplied otherwise processing charges to be paid.
- **Advertisement material must reach us 7 days before the date of publication.**
- Positioning of the Advt other than Cover Positions will be at our discretion.
- Only Colour Advts will be entertained on Cover Positions.

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- 50% extra for Advt Box Number
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For further details such as series discounts etc, please contact:

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