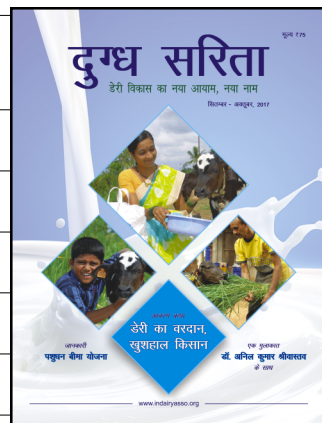


# RATE CARD DUGDH SARITA

Position	Rate per insertion	Inaugural Offer
	Rs.	Rs.
<b>Back Cover</b> (Four Colours)*	18,000	12,000
<b>Inside Front Cover</b> (Four Colours)	14,400	10,000
<b>Inside Back Cover</b> (Four Colours)	14,400	10,000
<b>Inside Right Page</b> (Four Colours)	10,800	7,000
<b>Inside Left Page</b> (Four Colours)	9,600	6,000
<b>Facing Spread</b> (Four Colours)	16,800	11,000
<b>Half Page</b> (Four Colours)	5400	4000



\* Fifth colour: extra charges will be levied. **Note: GST 5% will be applicable on the above tariff.**

## TECHNICAL DETAILS

**Magazine Size** in cm — **Height** : 26.5 cm; **Width**: 20.5 cm

Please leave 1 cm space from all side i.e. top-bottom-left and right. For bleed size artwork, please provide 1 cm bleed from all side over and above given size of the magazine.

## Terms and Conditions

- Indian Dairy Association reserves the exclusive right to reject any advertisement, whether or not the same has already been acknowledged and/or previously published.
- The advertisement material should reach the IDA House on or before the informed deadline date.
- Cancellation of advertisements is not accepted after the booking deadline has expired.
- The Association will not be liable for any error in the advertisement.
- The Association reserves the right to destroy all material after a period of 45 days from the date of issue of the last advertisement.

## Artwork

The ad material may be sent through email on the ID: [ida.adv@gmail.com](mailto:ida.adv@gmail.com) in PDF & JPG **OR** CDR & JPG format only. All four colour scan should be saved as CMYK not RGB. Processing charges would be borne by the advertiser as per actuals.

## Mode of Payment

100% Advance. Payment should be made through Bank Draft payable at New Delhi / Cheque payable at par / NEFT in favour of the "Indian Dairy Association" along with the Release Order. Bank details are as follows: **Name:** Indian Dairy Association; **SB a/c No:** 90562170000024; **IFSC:** SYNB0009009; **Bank:** Syndicate Bank; **Branch Address:** Delhi Tamil Sangam Building, Sector – V, R.K. Puram New Delhi.

### Contact for Ads

Mr. Narendra Kumar Pandey  
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## Indian Dairy Association

IDA House, Sector-IV, R.K. Puram, New Delhi-110 022  
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E-mail: [ida.adv@gmail.com](mailto:ida.adv@gmail.com) Web: [www.indairyasso.org](http://www.indairyasso.org)