

ADVERTISING RATES**2012****General Display**

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Double Page Spread	6,672	6,418	6,272	6,140	5,923
Full Page	3,758	3,615	3,535	3,458	3,335
Half Page	2,480	2,386	2,332	2,283	2,203
1/3 Page	1,992	1,918	1,875	1,835	1,769

Position Loadings	USD
Back Cover	1,815
Inside Front Cover	1,672
Facing IFC	1,515
Inside Back Cover	1,515
Facing Contents Page	1,315
Specified Section/Page	1,143
Right Hand Page	1,143

Market Place *

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Half Page	858	755	703	652	600
Quarter Page	566	500	466	432	398

* 10% Agency commission applicable on Marketplace section.



SERIES DISCOUNT AGREEMENT - 2012

Advertiser Name									
Tel.		Fax		Email					
Address			Country						

PERIOD: FROM 01.____.2012 TO 31.____.____ (Maximum 12 months)

No. of Insertions: _____ (Column No. _____)

COLUMN	1	2	3	4	5
ANNUAL CONTRACT INSERTION/RATE (USD Incl. Colour)	1	2 - 4	5 - 7	8 - 10	11 +
DOUBLE PG SPREAD	6,672	6,418	6,272	6,140	5,923
FULL PAGE	3,758	3,615	3,535	3,458	3,335
1/2 PAGE	2,480	2,386	2,332	2,283	2,203
1/3 PAGE	1,992	1,918	1,875	1,835	1,769

- 1) Discounts are applicable on advertisements in Alpha only.
- 2) **A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.**
- 3) Rates & Discount structures are subject to change from January 2013.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated above, inclusive of advertisements released by the advertiser directly or through other agencies.
- 7) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency (<i>strike off as appropriate</i>)	For Alpha
Name of authorized signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority)		
Seal / Stamp		

Contact for payment:

Name		Designation		Tel.	
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Details of entry in system (For GN MEDIA)

By		Date		No.	
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MARKETPLACE SERIES DISCOUNT AGREEMENT - 2012

Advertiser Name									
Tel.		Fax		Email					
Address			Country						

PERIOD: FROM 01. __. 2012 TO 31. __. ____ (Maximum 12 months)

No. of Insertions: _____ (Column No. _____)

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Half Page	858	755	703	652	600
Quarter Page	566	500	466	432	398

- 1) Discounts are applicable on advertisements in Alpha only.
- 2) **A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.**
- 3) Rates & Discount structures are subject to change from January 2013.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
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- 7) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency (<i>strike off as appropriate</i>)	For Alpha
Name of authorized signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority)		
Seal / Stamp		

Contact for payment:

Name		Designation		Tel.	
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Details of entry in system (For GN MEDIA)

By		Date		No.	
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