



ADVERTISING RATE

PAYMENT TERMS :

Invoices are dated the day first copies are mailed. Full payments is due upon receipt. Yearly Contracts paid in advance earn and additional discount. Cash discount is not allowed. All payments to be made in “**KRUSHI VIGYAN**” by cheque or transfer payable at RAJKOT.

ADVERTORIALS :

An advertorial is a sponsored article or commercially written editorial feature. An Advertorial may be written in part or in – total by the editorial staff or may be produced by the sponsors, size of advertorials range from 2 to 10 pages. Contact the publisher for rate information.

AD. CLOSING DATES : Before 5th date of each month. (Two Weeks Advance)

ISSUANCE : 20th date of each month.

ADVERTISING RATES (Rs. per insertion)			
A Monthly devoted to progressive farmers & rural marketing.			
Size	Insertion in year		
	1x	6x	12x
BLACK AND WHITE			
Full Page	7000/-	6300/-	5670/-
Half Page (Ver.)	4000/-	3600/-	3240/-
Half Page (Hori.)	4000/-	3600/-	3240/-
Quarter Page	2500/-	2250/-	2025/-
COLOUR			
Back Cover	16000/-	14400/-	12960/-
Front Inside	15000/-	13500/-	12150/-
Back Inside	14000/-	12600/-	11340/-
Full Page	12000/-	10800/-	9720/-
TECHNICAL DATA			
Language	Gujarati		
Paper	Newsprint / Newsglaze / Art Paper for Cover		
Printing Process	Offset		
Publication Size	24 x 18 cm.		
Printing Area	22 x 16 cm.		
Material Required	Positive for B/W and Four Colour Positives with progressive proofs for colour Advt		
STANDARD ADVT. SIZE			
<p>Full Page 22 X 16 cm.</p>	<p>Half Page 10.5 x 16 cm.</p>	<p>Half Page (V) 22 x 7.5 cm</p>	<p>1/4 page 10.5 x 7.5 cm.</p>