### ADVERTISING TARIFF

**CASUAL**
- 5 cm to 499 cm: Rs.200/- P.S.C. Cm.
- Contract 500 cm to 5000 cm: Rs.180/- P.S.C. Cm.
- Overseas Advertisement: US$ 8/- P.S.C. Cm.

**COLOUR**
- 50% extra for 4 colour

**SUPPLEMENT**
- Rs.250/- P.S.C. Cm.
- Financial Advertisement etc.: Rs.200/- P.S.C. Cm.

**FRONT PAGE ADVERTISEMENT**
- Size 20 cm x 3 cols. (4 colour): Rs.30,000/- per insertion
- Contract for one year: Rs.25,000/- per insertion

**BACK PAGE ADVERTISEMENT**
- (Contract for atleast six months)
  - Size 20 cm x 3 cols. (4 colour): Rs.18,000/- per insertion
  - Size 20 cm x 6 cols. (4 colour): Rs.35,000/- per insertion

**INSIDE PAGE ADVERTISEMENTS**
- Size 20 cm x 3 cols. (4 colour): Rs.16,000/- per insertion
- Size 22 cm x 6 cols. (4 colour): Rs.35,000/- per insertion
- Size 44 cm x 6 cols. (4 colour): Rs.55,000/- per insertion

**PANEL ADVERTISEMENTS ON FRONT PAGE**
- **TOP PANEL**
  - Size 6.5 cm x 11 cm (colour): Rs.12,000/- per insertion
  - (Contract for one year): Rs.10,000/- per insertion

- **BOTTOM PANEL**
  - Size 8 cm x 2 cols. (colour) (Contract for one year): Rs.11,000/- per insertion
  - Size 9 cm x 1 col. (colour) (Contract for one year): Rs.7,000/- per insertion

**PRINTED INSERTION**
- One side printed: Rs.16,000/- per insertion
- Four page: Rs.36,000/- per insertion
- Pasting of slips & printed inserts: Rs.10,000/- plus cost of space

**Four colour advertisements special concessional rates**
1. 20 cm x 15 cm 24 insertions: Rs.14,000/- net per insertion
2. 20 cm x 15 cm 12 insertions: Rs.15,000/- net per insertion
3. 20 cm x 15 cm combined 2 ads.: Rs.32,000/- net per insertion
4. 27 cm x 20.5 cm or 22 cm x 31 cm 12 insertions: Rs.34,000/- net per insertion
   22 cm x 31 cm 24 insertions: Rs.30,000/- net per insertion
5. 44 cm x 31 cm (Full Page): Rs.55,000/- net per insertion
6. 44 cm x 31 cm (Full Page) (Contract for atleast 12 advertisements): Rs.50,000/- net per insertion

**Economical advertising in Classified Section**
- Universal Size of Adv. 5 cm x 2 col.
  - Twenty-four insertions in a year: Rs.15,000/-
  - Twelve insertions in six months: Rs.10,000/-
  - Six insertions in three months: Rs. 7,000/-

**SUBSCRIPTION (INCLUSIVE POSTAGE)**
- Pakistan: One Year Rs.2,000/-
- Middle East: One Year Airmail US$ 50/-
- USA/Canada: One Year Airmail US$ 70/-

### TECHNICAL DATA

<table>
<thead>
<tr>
<th>Printing</th>
<th>Offset</th>
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</thead>
<tbody>
<tr>
<td>Overall Size</td>
<td>49 cm x 33 ½ cm</td>
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<tr>
<td>Printed page size</td>
<td>45 cm x 31</td>
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<tr>
<td>Number of columns</td>
<td>Six</td>
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<tr>
<td>Column width</td>
<td>4 ½ cm</td>
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<tr>
<td>Column length</td>
<td>45 cm</td>
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<tr>
<td>paper used</td>
<td>Offset Paper</td>
</tr>
<tr>
<td>Advt. Material</td>
<td>Artpulls &amp; Film positives</td>
</tr>
</tbody>
</table>

**Circulation**: 8000 copies