

Dear Participants,

New Delhi World Book fair is around the corner. We understand you would have booked your space (stand/ stall/ bare space) in the Asia's biggest book fair in terms of footfalls. In addition to the space, we also offer options to promote your product through branding at prominent places.

In continuation with earlier shared branding options, we also offer you following branding space on rental basis at the venue (Pragati Maidan) during New Delhi World Book Fair 2017 (7 to 15 January 2017). Booking of these places will be made on "first come first served basis" on receiving the request from publishers, as per the available spots. However, allotment of space will be done by Draw of Lots at the venue. Number of space allotted to exhibitors will be made on proportionate basis of area booked by them for NDWBF -17. Organizers reserve the right to accept or reject any or all requests.

**Table A**

<b>RENTAL CHARGES FOR ADVERTISING SPOTS</b>			
S. No.	Type of Site	Remarks	Rental charges per unit
1.	Flag Poles	Double side	₹ 400/- + Service Tax @15%
2.	Electric Poles	Double side	₹ 1200/- + Service Tax @15%
3.	Halogen Poles	Double side	₹ 2100/-+ Service Tax @15%
<b>The above rates do not include Printing, Fixing charges etc. The same needs to be carried out by the exhibitor at his/her own cost.</b>			

Other than above, you can also book advertisements for New Delhi World Book Fair -2017 at following options:

**Table B**

<b>Advertising Charges</b>				
S. No.	Options	Remarks	Rate for 9 days	Rate per day
1.	Shuttle Vehicle	Side Panel (per side)	₹ 15,000+Service Tax @15%	Not available
		Back Side	₹ 10,000/-+Service Tax @15%	Not available
		All 3 sides	₹ 35,000/-+Service Tax @15%	Not available
2.	Hindi Newsletter (Mela Vaarta)	Quarter page	₹ 25,000/-	₹ 3,000/-
		Half page	₹ 50,000/-	₹ 6,000/-
		Full page	₹ 1,00,000/-	₹ 12,000/-
3.	English Newsletter (Fair Daily )	Quarter page	₹ 40,000/-	₹ 5,000/-
		Half page	₹ 60,000/-	₹ 8,000/-
		Full page	₹ 1,10,000/-	₹ 15,000/-
		Inside Page bottom/side strip	₹ 30,000/-	₹ 4,000/-
		Front Page (bottom strip)	₹ 1,10,000/-	₹ 15,000/-
		Back Cover	₹ 1,40,000/-	₹ 20,000/-
4.	Authors' Corner	Branding on side panels	₹ 1,50,000/-	Not available
<b>Service Tax will be charged extra.</b>				

**Table C**

<b>Additional Advertising Options On Rental</b>			
<b>S. No.</b>	<b>Type of Site</b>	<b>Remarks</b>	<b>Rates for full duration</b>
1.	LED screen in front of hall 7	10 Sec. video 3 Spots per day	₹ 30,000/- + Service Tax @15%
2.	Chocolate Box Hoarding (20 feet x10 feet)	One side	₹ 27,500/- + Service Tax @15%
3.	Triangular Hoarding (27 feet x 10 feet)	One side	₹ 77,000/-+ Service Tax @15%
4.	Tower Hoarding (20 feet x 5 feet)	One side	₹ 38,500/-+ Service Tax @15%
5.	Hoarding (20 ft. X 20 ft.)	One Side	₹ 71,500/-+Service Tax @15%

For booking of advertisement in available space, send your requirement and payment details to the following E-mail address:

Advertisement Space	E-Mail:	Contact No.
Mela Varta	<a href="mailto:office.nbt@nic.in">office.nbt@nic.in</a> , <a href="mailto:Pc7001010@gmail.com">Pc7001010@gmail.com</a> ,	011-26707758
Fair Daily	<a href="mailto:office.nbt@nic.in">office.nbt@nic.in</a> , <a href="mailto:nbtfairdaily@gmail.com">nbtfairdaily@gmail.com</a>	011-26707764
Other Brandings	<a href="mailto:office.nbt@nic.in">office.nbt@nic.in</a> , <a href="mailto:nbtexhibition1@gmail.com">nbtexhibition1@gmail.com</a> , <a href="mailto:ndwbf1@gmail.com">ndwbf1@gmail.com</a>	011-26707780/81

For more information and regular updates visit our website  
[www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in)

With Warm Regards

Md. Imranul Haque  
Deputy Director (Exhibitions)  
National Book Trust, India  
Nehru Bhawan, 5, Institutional Area,  
Phase-II, Vasant Kunj,  
New Delhi-110070  
Website: [www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in)