

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 footfall. In addition to the space we also offer options to promote your product through branding at prominent places. Now you may promote your exhibits and products during New Delhi World Book Fair through many promotional tools.

A brief about these products and rates are listed below:

- 1. Fair Daily:** A daily newsletter in **English** language circulated at all stalls and kept at other prominent places like registration/ information counters and distributed to visitors (free of cost) during New Delhi World Book Fair(7 – 15 January 2017)

Location	Rate per Issue	Rate for 9 issues
Front Page (bottom strip)	₹ 15,000	₹ 1,10,000
Back Cover	₹ 20,000	₹ 1,40,000
Inside Page bottom/side strip	₹ 4,000	₹ 30,000
Full Page	₹ 15,000	₹ 1,10,000
Half page	₹ 8,000	₹ 60,000
Quarter page	₹ 5,000	₹ 40,000
Last date to apply : 31 st December 2016		
E-Mail : nbtfairdaily@gmail.com		

- 2. Mela Vaarta:** A daily newsletter in **Hindi** about the highlights of the events circulated at all stalls and kept at other prominent places like registration/ information counters and distributed to visitors (free of cost) during New Delhi World Book Fair.

Location	Rate per Issue	Rate for 9 issues
Quarter page	₹ 3,000	₹ 25,000
Half page	₹ 6,000	₹ 50,000
Full page	₹ 12,000	₹ 1,00,000
Last date to apply : 31 st December 2016		
E-Mail : pc7001010@gmail.com		

- 3. Fair Directory:**

Advertisement Space	Rate per page
Full Page (Colour)	₹ 20,000
Full Page (Black & White)	₹ 15,000
Last date to apply : 25 th November 2016	
Contact : ndwbf1@gmail.com	

For booking of advertisement in Fair Daily, Mela Varta and Fair Directory, you may kindly go through Terms & Conditions and mail us dully filled application form along with payment transfer details at ndwbf1@gmail.com, nbtfairdaily@gmail.com and pc7001010@gmail.com.

With Warm Regards

Imranul Haque
Deputy Director (Exhibition)
National Book Trust, India

Terms & Conditions:

1. Incomplete application form will be rejected. Organizers reserve rights to publish or reject any application without assigning any reason thereof.
2. Applicants must attach soft copy (in CD) of advertisement content in *ready to print form*.
3. Bookings will be made on first come first served basis in the sequence of payment made to NBT's bank account and documentary evidence of the payment provided to NBT along with Application Form.
4. Cancellation requests will not be entertained after 31 December 2016.
5. Application Deadline: 31 December 2016 for Mela Varta and Fair Daily.
6. Application Deadline: 25 November 2016 for Fair Directory.

Mode of Payment :

*Through Bank Draft/Pay Order (Payment by cheques would not be accepted).

*Through Bank Transfer via RTGS/NEFT (Bank Details mentioned below).

*Cash payment can be deposited in the Canara Bank Account situated at NBT, Vasant Kunj Office premises or in any other Canara Bank Branch (Cash will not be accepted in NBT's Office)

Note: Documentary proof of payment made to NBT should be sent to the NBT Office for confirmation of the bookings.

Details of NBT's Bank Account

Beneficiary	National Book Trust, India
Bank	Canara Bank
A/c No.	3159101000 299
IFSC Code	CNRB0003159
MICR Code	110015187
Address	Nehru Bhawan, 5, Institutional Area, Vasnat Kunj, Phase II, New Delhi- 110070



APPLICATION FORM

Company Profile

Name of the Company/Publishing House

(In BLOCK Letters)

Head of the Organization:

Mr./Ms.:

Address:

Pin

Telephone: _____ Mobile: _____ Fax: _____

Email: _____ Website: _____

Contact Person for the Fair:

Mr./Ms.:

Designation: _____ Mobile: _____

E-Mail:

Select Advertisement Space:

1. FAIR DAILY:

Location	Size in cm (Height X Width)	Rate per Issue	Quantity	Rate for 9 issues	Quantity
Front Page (bottom strip)	4 x 21.5	₹ 15,000		₹ 1,10,000	
Back Cover	33 x 21.5	₹ 20,000		₹ 1,40,000	
Inside Page bottom/side strip	7 x 21.5	₹ 4,000		₹ 30,000	
Full Page	32 x 21.5	₹ 15,000		₹ 1,10,000	
Half page	15.5 x 21.5	₹ 8,000		₹ 60,000	
Quarter page	15.5 x 10.5	₹ 5,000		₹ 40,000	

2. MELA VARTA:

Location	Size (in Inch)	Rate per Issue	Quantity	Rate for 9 issues	Quantity
Quarter Page	3X4	₹ 3,000		₹ 25,000	
Half Page	6X8	₹ 6,000		₹ 50,000	
Full Page	12X8	₹ 12,000		₹ 1,00,000	

3. FAIR DIRECTORY:

Advertisement Space	Rate per page	Quantity
Full Page (Colour)	₹ 20,000	
Full Page (Black & White)	₹ 15,000	

Kindly note that the size of the advertisement in the Fair Directory would be 6.25" X 9.5" and the print area of the advertisement for full page would be 5" X 8".

Payment Details:

DD /Pay Order Number: _____ Date: _____

Amount: _____ Bank Name: _____

PAN Number:

UTR No. _____ Payment Date: _____

Exhibitor's Profile (*please attach a separate sheet with typed matter of not more than 50 words*)

We have read the "Terms & Conditions" as attached and agree that they are part of this application and also agree to abide by them.

Date (DD/MM/YY) Authorized Signatory_____
