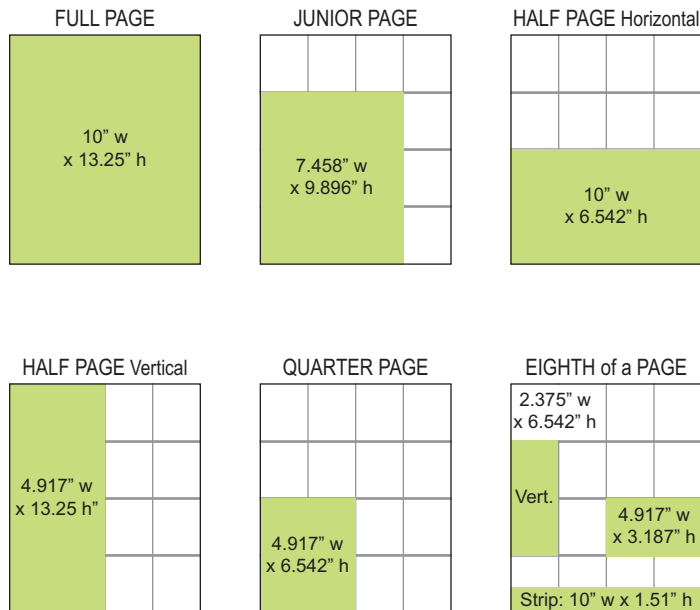


## DISPLAY ADVERTISING RATES (net per insertion)



Size	24 issues (50% discount)	18 issues (35% discount)	12 issues (25% discount)	6 issues (15% discount)	1 issue
Full Page	<b>\$748</b>	<b>\$972</b>	<b>\$1,121</b>	<b>\$1,271</b>	<b>\$1,495</b>
Jr. Page	<b>\$585</b>	<b>\$761</b>	<b>\$878</b>	<b>\$995</b>	<b>\$1,170</b>
1/2 Page	<b>\$498</b>	<b>\$647</b>	<b>\$746</b>	<b>\$846</b>	<b>\$995</b>
1/4 Page	<b>\$295</b>	<b>\$384</b>	<b>\$443</b>	<b>\$502</b>	<b>\$590</b>
1/8 Page	<b>\$195</b>	<b>\$254</b>	<b>\$293</b>	<b>\$332</b>	<b>\$390</b>

**COLOR:** Additional \$500 net per insertion for 4-color

**FRONT-PAGE STRIP AD\*:** \$1,995 per issue (minimum 3 issues)

**GUARANTEED PLACEMENT FEE\*:**

**Back cover: 25%**

**Inside back: 20%**

**Inside front: 20%**

**Other placements: 15%**

\*Available first come, first serve only. Check the availability of a specific placement with your account representative.

## CLASSIFIED ADVERTISING RATES (per insertion/per column inch)

<b>OPEN RATE</b>	\$20.00
6-11 times	\$18.00
12-17 times	\$16.00
18-24 times	\$13.00

Minimum size: 2 columns x 2"  
Maximum size: 24 column inches

**RECRUITMENT RATE** \$25.00

Minimum size: 2 columns x 2"  
Maximum size: 6 columns x 12"

### COLUMN MEASUREMENTS

1 Column	1.528"
2 Column	3.222"
3 Column	4.917"
4 Column	6.611"
5 Column	8.305"
6 Column	10.00"

Payment mode for classified ads: Advance payment via check or credit card prior to print of ad.

## SPONSORSHIP OPPORTUNITIES

INDIA New England's

- Bi-Annual Weddings Issue & Wedding Expo
- Travel & Hospitality Issue
- Woman of the Year Issue & Awards Banquet
- 20 Under 20 Awards Issue
- Education Resource Guide
- Special Diwali Festival Issue

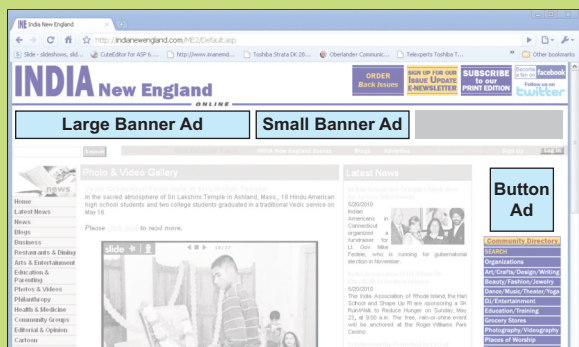
# INDIA New England

Complete media kit is available online at [www.IndiaNewEngland.com/MediaKit](http://www.IndiaNewEngland.com/MediaKit)

# 2011 ONLINE ADVERTISING RATES

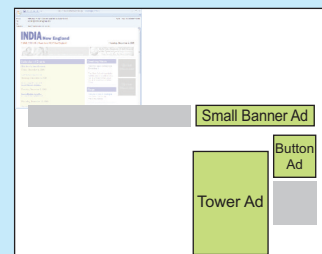
## Advertising on [www.IndiaNewEngland.com](http://www.IndiaNewEngland.com):

	Dimensions	Price/Month
<b>Large Banner</b>	460 x 60 pixels	\$400
<b>Small Banner</b>	300 x 60 pixels	\$300
<b>Button</b>	120 x 120 pixels	\$200



## E-Newsletter:

	Dimensions	Price/Month (6-7 issues)
<b>Display</b>	460 x 300 pixels	\$500
<b>Tower</b>	275 x 500 pixels	
<b>Large Banner</b>	460 x 60 pixels	\$400
<b>Small Banner</b>	300 x 60 pixels	\$300
<b>Button</b>	120 x 120 pixels	\$200



## Multi-Media Packages:

### Package 1 ..... \$700/month

- Large Banner on Web Site
- Display/Tower Ad in E-Newsletters (2 Issue Updates, 4-5 Weekly E-Newsletters)

### Package 2 ..... \$550/month

- Large Banner on Web Site
- Large Banner in E-Newsletter (2 Issue Updates, 4-5 Weekly E-Newsletters)

### Package 3 ..... \$400/month

- Small Banner on Web Site
- Small Banner in E-Newsletter (2 Issue Updates, 4-5 Weekly E-Newsletters)

### Package 4 ..... \$300/month

- Button Ad on Web Site
- Button Ad in E-Newsletter (2 Issue Updates, 4-5 Weekly E-Newsletters)

### Issue Update E-Newsletter

(2 issues per month)

News from latest Print Edition

### Weekly E-Newsletter

(Every Thursday)

Latest News, Photos, Blogs & Events from [www.IndiaNewEngland.com](http://www.IndiaNewEngland.com)

## AD MATERIAL SPECIFICATIONS

- 72 dpi in the dimensions specified (width x height in pixels)
- JPEG, GIF or Animated GIF format
- RGB color mode
- File size no larger than 100 KB, compressed for web

INDIA New England also provides design services if needed. Please contact us for a quote.