

## Advertisement Partnerships

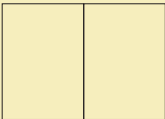
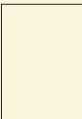

The CMS VATAVARAN 2013 Festival Directory will be distributed to every paid registered delegate and guest (eminent speakers and celebrities) during the festival. The Directory is retained as a product reference and guide after the festival and is distributed to government officials, judiciary, associations, filmmakers, conservationists, corporates, media etc for promotion for the next festival. CMS VATAVARAN Directory has a print run of 2,000 copies. Readership is estimated to be over 50,000 and the directory has an infinite shelf life. The CMS VATAVARAN 2013 directory will be printed on chlorine free, wood free baggase and recycled paper.

### Advertisements Options and Benefits

Options range from a centre spread advert to half page colour adverts inside the festival directory. The advertisers will also be acknowledged on the partner's page of the festival website. The advertisement options are:

Advertising in Festival Directory	Amount (₹)
Centre Spread	60,000
Inside Front Cover	40,000
Inside Back Cover	40,000
Inside Full Page	30,000
Inside Half Page	15,000



Centre Spread	Full Page	Half Page
Print Area (bleed): 296 mm x 210 mm 	Print Area (bleed): 148 mm x 210 mm 	Print Area (non bleed) (first half): 95 mm x 128 mm Print Area (bleed) (second half): 100 mm x 148 mm 

**Print Run** : 2000

**Overall Size** : 148 mm x 210 mm (5.82 inches x 8.26 inches)

**Print Area (bleed)** : 148 mm x 210 mm

**Print Area (non-bleed)** : 123 mm x 185 mm

**Paper** : Cover: Recycled Natural Shade 250 GSM Inside: High Bulk Baggase Natural Shade 80 GSM

**Artwork/ Materials** : Colour - Separated positives with progressive proof

**Binding** : Perfect Binding

**Screen** : 110 Lpi (Line per inch)

**Art work files** : Open file in InDesign CS3 with links and fonts/ EPS/ Open file CorelDRAW 13

**Space Reservation**

**Deadline** : October 15, 2013 and Materials Deadline: October 31, 2013

### Publicity Mileage

- On line visibility on partner page: Acknowledgement on festival website