

**FORM – B APPLICATION FORM FOR ADVERTISEMENT IN
INDIA TOUR OPERATORS’ MANUAL 2018-19**

Name of Company: _____

Address: _____

GST Number _____

Advertisement details: Size _____ Colour _____ B & W _____

Bleed _____ Non-Bleed _____

Headlines/Caption: _____ Material _____

Enclosed: _____

Payment Details: Enclosed is Cheque/Draft No. _____ Dated _____ for Rs. _____

I /We have read the rules and regulations and undertake to abide by them.

Name _____ Signature _____ Date _____

With Office Seal

INDIA TOUR OPERATORS’ MANUAL 2018-19

IATO is pleased to announce its annual publication of “INDIA TOUR OPERATORS’ MANUAL”, coinciding with the 34th IATO Annual Convention, which will be released during the inaugural function. Over the years, the manual has become increasingly popular as a reference publication as well as an important advertising medium for the industry in India and overseas. We invite you to advertise in this publication.

1. ADVERTISEMENT TARIFF (Inclusive of GST)

Colour (4 colour only)

- Back Cover Rs. 295000/-
- Inside Cover (back or front) Rs. 177000/-
- Full Page Colour Inside Rs. 47200/-

Black and White

- Full Page Black & White Rs. 35400/-
- Half Page Black & White Rs. 17700/-

* 25% extra for fixed positive and bleed adds.

2. SIZE SPECIFICATION

- | | <u>Height</u> | X | <u>Width</u> |
|-------------------------|---------------|---|--------------|
| • Full Page Non Bleed : | 25 cms | X | 17.5 cms |
| • Full page Bleed: | 29 cms | X | 22.5 cms |
| • Trim Size: | 28 cms | X | 21.5 cms |

- Half Page (Horizontal): 12.1 cms X 17.5 cms
- Half Page (Vertical) : 25 cms X 8.3 cms

3. DEADLINE FOR MATERIAL: 17th August, 2018