

Rate Card



Costs & Deliverables - Bschoo

Activities	Per activity or 1 Month Duration Cost
Banner (Per Month, ROS) (300x250)	4.5 lacs
Banner (Per Month, ROS) (728x90)	4 lacs
Newsletter (Per Activity)	1 lac
Facebook Sponsorship Post (Per Activity)	40,000
Dedicated Facebook Post (Per Activity)	55,000
Mailer Activity (Per Activity)	3 Lacs for 1 Lac of database
Dedicated Newsletter (Per Activity)	3 Lacs for 1 Lac of database

Please note: Taxes applicable on above mentioned pricing.
For package deal, please contact the sales' person.

Costs & Deliverables - Engineering

Activities	Per activity or 1 Month Duration Cost
Banner (Per Month, ROS) (300x250)	5 lacs
Banner (Per Month, ROS) (728x90)	4 lacs
Newsletter (Per Activity)	1.25 lacs
Facebook Sponsorship Post (Per Activity)	40,000
Dedicated Facebook Post (Per Activity)	55,000
Mailer Activity (Per Activity)	2.5 Lacs for 1 Lac of database
Dedicated Newsletter (Per Activity)	2.5 Lacs for 1 Lac of database

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Costs & Deliverables - Law

Activities	Per activity or 1 Month Duration Cost
Banner (Per Month, ROS) (300x250)	3.5 lacs
Banner (Per Month, ROS) (728x90)	3 lacs
Newsletter (Per Activity)	80,000
Facebook Sponsorship Post (Per Activity)	25,000
Dedicated Facebook Post (Per Activity)	50,000
Mailer Activity (Per Activity)	1 Lacs for 25,000 of database
Dedicated Newsletter (Per Activity)	1 Lacs for 25,000 of database

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Costs & Deliverables – Medicine

Activities	Per activity or 1 Month Duration Cost
Banner (Per Month, ROS) (300x250)	3.5 lacs
Banner (Per Month, ROS) (728x90)	3 lacs
Newsletter (Per Activity)	1 Lac
Facebook Sponsorship Post (Per Activity)	40,000
Dedicated Facebook Post (Per Activity)	55,000
Mailer Activity (Per Activity)	2.5 Lacs for 1 Lac of database
Dedicated Newsletter (Per Activity)	2.5 Lacs for 1 Lac of database

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Costs & Deliverables – University & Others

Activities	Per activity or 1 Month Duration Cost
Banner (Per Month, ROS) (300x250)	3 lacs
Banner (Per Month, ROS) (728x90)	2.5 lacs
Newsletter (Per Activity)	80,000
Facebook Sponsorship Post (Per Activity)	25,000
Dedicated Facebook Post (Per Activity)	50,000
Mailer Activity (Per Activity)	1 Lacs for 25,000 of database
Dedicated Newsletter (Per Activity)	1 Lacs for 25,000 of database

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Costs & Deliverables – Print

Activities	Cost
Full Page	1.6 lacs
Double Spread	3.2 lacs
B2B Tab	5 lacs
Inside Back Cover	4.5 Lacs
Inside Front Cover	4.5 Lacs
Back Cover	4 Lacs
Front Gate Fold	10 Lacs