

Fairfest Media Presents a unique
Information-Sharing Platform

urban News Digest



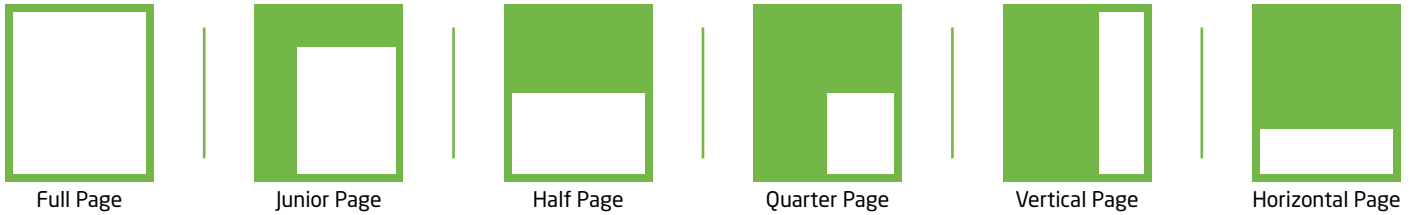
India's first media platform for
urban development stakeholders



www.urbannewsdigest.in

Media Kit |

➤ Print Ad Specifications & Rate Card



Options	Ad Sizes (Width X Height)	Tariffs (INR/USD)
Full Page	Trim Size - 26.42 cm x 39.37 cm Non Bleed - 23.8 cm x 36.8 cm	90,000*/ \$ 2,100*
Junior Page	19.00 cm x 27.62 cm	75,000*/ \$ 1,750*
Half Page	23.87 cm x 18.42 cm	50,000*/ \$ 1,167*
Quarter Page	11.94 cm x 18.42 cm	30,000*/ \$ 700*
Vertical Strip	35.26 cm x 4.4 cm	50,000*/ \$ 1,167*
Horizontal Strip	23.88 cm x 4.4 cm	50,000*/ \$ 1,167*

* Plus GST @ 5% (wef: 01.07.2017)

For bleed ad, allow 5mm bleed margins from outside the trim.
All live matter must be kept 0.67 cm or 1/4" inside dimensions on all four sides.

Advertorials/promotional features offered on specially agreed terms.
Contact our advertising team for seasonal/special offers.



Timelines

- Booking deadline: 20th of previous month
- Material deadline: 25th of previous month

Technical instructions

- Supported file types: PDF or EPS formatted high resolution file (300 DPI in CMYK mode, fonts must be curve/outline or embedded in the files)
- Proofs: Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

➤ Editorial Focus

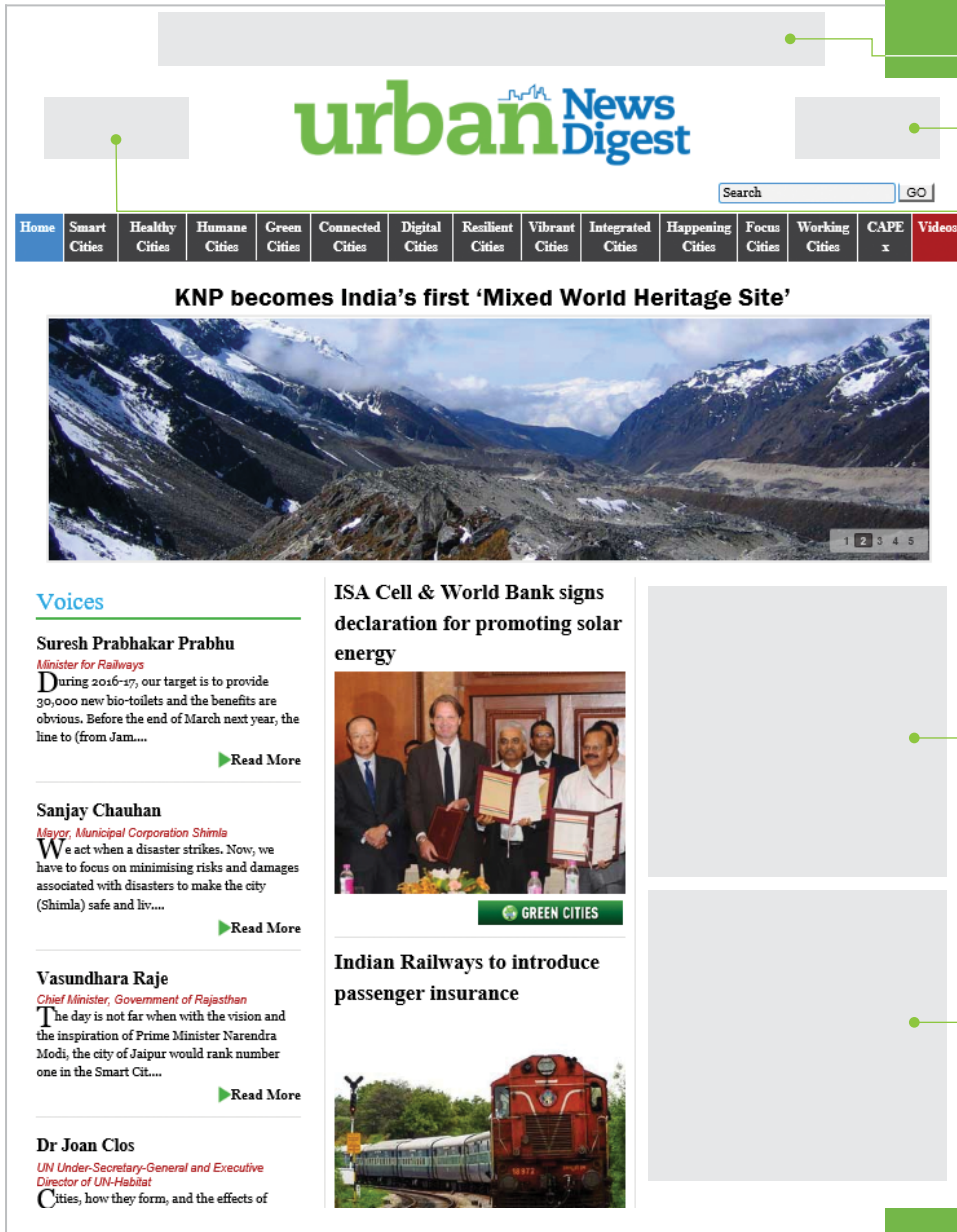
- ★ Smart Cities
- ★ Healthy Cities
- ★ Humane Cities
- ★ Green Cities
- ★ Connected Cities
- ★ Digital Cities
- ★ Resilient Cities
- ★ Vibrant Cities
- ★ Integrated Cities
- ★ Happening Cities
- ★ Working Cities
- ★ Focus Cities

➤ Readership & Visitor Profile

- Mayors • Municipal Commissioners and City Managers • Procurers of Stores, Supplies and Disposal Departments • Consultants to Municipal Corporations • Traffic and Road Departments • Public Administrators & Civil Servants • Public Works Departments • Public Health Engineering Departments • Public Utility Providers • Police, Civil Defence & Public Safety Departments like Fire, Health Services etc. • Public Services like Telecommunications & IT Industry • Providers of Municipal and Urban Services • Municipal & Government Contractors and Suppliers • Development Banks and Financial Institutions • Public and Private Security Agencies • Central Water Commission, Central Ground Water Authority, Municipal Water Authorities • Industrial Water and Waste Water Consultants Experts • Town Planners, Architects, Engineers and Interior Designers • Housing & Building Departments • Real Estate & Township Developers and Builders • Construction & Infrastructure Developers • Building Owners Associations & Housing Societies • Estate and Facility Managers • Home - Owners & Buyers • Resident Welfare Associations • Housing Co-operative Societies • Elected Office Bearers • Media

➤ Online Ad Specifications & Rate Card

www.urbannewsdigest.in |



• Leaderboard (865 X 75 pix)

• Top Left (180 X 85 pix)

• Top Right (180 X 85 pix)



• Vertical Banner IMU 1 (300 x 320 pix)

• Vertical Banner IMU 2 (300 x 320 pix)

Voices

Suresh Prabhakar Prabhu

Minister for Railways
During 2016-17, our target is to provide 30,000 new bio-toilets and the benefits are obvious. Before the end of March next year, the line to (from Jam....

▶ Read More

Sanjay Chauhan

Mayor, Municipal Corporation Shimla
We act when a disaster strikes. Now, we have to focus on minimising risks and damages associated with disasters to make the city (Shimla) safe and liv....

▶ Read More

Vasundhara Raje

Chief Minister, Government of Rajasthan
The day is not far when with the vision and the inspiration of Prime Minister Narendra Modi, the city of Jaipur would rank number one in the Smart Cit....

▶ Read More

Dr Joan Clos

UN Under-Secretary-General and Executive Director of UN-Habitat
Cities, how they form, and the effects of

ISA Cell & World Bank signs declaration for promoting solar energy



GREEN CITIES

Indian Railways to introduce passenger insurance



General Banner Ads

	Banner size (W x H)	Price Per Month (INR)
Leaderboard	865 x 75	₹ 1,50,000*
Top Right	180 x 85	₹ 65,000*
Top Left	180 x 85	₹ 65,000*
Vertical Banner	140 x 320	₹ 50,000*
IMU 1	300 x 320	₹ 1,25,000*
IMU 2	300 x 320	₹ 1,25,000*

Rich Media Properties

Page Curl (3D Depth Effect)	₹ 1,80,000*
Road Block (100% ownership) - 2 times a week	₹ 1,80,000*
Road Block (100% ownership) - 2 times a week + Page Curl on other days	₹ 3,50,000*

Downloads

	Price Per Month (INR)
Minimum Commitment of 50 Contacts, Additional Contact @ ₹ 5,000* / Contact	₹ 1,50,000*
Newsletter & EDM	
	Price Per Month (INR)
Full Banner 468 X 60	₹ 1,50,000*
Vertical Banner 120 X 24	₹ 1,00,000*
EDM (Electronic Direct Mailer)	₹ 3*/email id

* Plus GST @ 18% (wef: 01.07.2017)

Note:

- All ads are on a tenancy basis
- All positions are sold on 33% SOV
- All dimensions are given in pixels and in width x height format for 1366 X 768 screen resolution

Artwork instructions: 300 Resolution JPEG, PNG, GIF OR SWF file

➤ Booking Form

Name:

Designation:

Organisation:

Address:

.....

.....

.....

City:

Postal Code:

Country:

Tel:

Fax:

E-mail:

Web:

I would like to book

ad space of Travel News Digest in the

..... print issue / online space.

Total Amount INR/USD:

.....

.....

Payment is

Enclosed Cheque / Draft no.

dtfor INR/USDin favour of

Fairfest Media Limited

Being transferred to: ICICI Bank Ltd

Elgin Apartments, 1A, Ashutosh Mukherjee Road

Bhowanipore, Kolkata - 700020

Account Name: Fairfest Media Limited

Account Number: 627505028368

Swift Code: ICICINBBCTS

IFSC Code: ICIC0006275

Date:

Signature & Seal:

➤ About us

Urban News Digest is India's leading B2B publication dedicated to the vision of Smart & Sustainable Cities available in both print and digital editions. The only one of its kind in the country, with an initial print run of 10,000 copies, Urban News Digest collates and presents news, interviews and features from the urban sector from all over India and the world, covering Policy, Reform, Finance, Architecture, Planning, Design, Built Environment, Engineering, Construction, IT, GIS & GPS Applications, E-governance, Disaster Mitigation, Safety, Security, Water, Sanitation, Waste Management, Habitat, Real Estate, Housing, Clean & Green Technology, Environment, Energy, Ecology, Urban Mobility, Mass Rapid Transport, Communication, Heritage, Conservation, Tourism, Culture and Public Spaces etc. Urban News Digest is brought to you by the organisers of Municipalika, India's only International Exhibition & Conference on Smart & Sustainable City Solutions.

Contact our Advertising Team for Regular / Seasonal / Special Offers

Fairfest Media Ltd (CIN - U74140WB1988PLC045101)

Registered Office: 25C/1 Belvedere Road, Alipur
Kolkata 700 027 India

Tel: (91) (33) 2479 0010-14 (5 lines), 4028 4028

Fax: (91) (33) 2479 0019

Mumbai: 305, 3rd Floor, The Summit Business Bay
Near WEH Metro Station, Off Andheri Kurla Road
Andheri (East), Mumbai 400093 India

Tel: (91) (22) 4555 8555

Fax: (91) (22) 4555 8585

New Delhi: 216A/1, Gautam Nagar, Gulmohar Park
New Delhi 110 049 India

Tel: (91) (11) 2686 6874, 2686 6875

Fax: (91) (11) 2686 8073

Bengaluru: 2454, 17th 'E' Cross, 9th Main
Ground Floor Banashankri, 2nd Stage
Bengaluru 560 070 India

Tel: (91) (80) 2676 1598

Telefax: (91) (80) 2676 1577

Ahmedabad: Room # 204, Eternia Complex
Behind City Center, Swastik Cross Road
C G Road, Navrangpura, Ahmedabad 380 009 India

Tel: (91) (79) 2646 1214

Telefax: (91) (79) 2646 1217

Hyderabad: No. 9, R & D Defence Colony
Kakaguda, Secunderabad 500 015 India

Tel: (91) (40) 2789 6149

Telefax: (91) (40) 2789 6179

