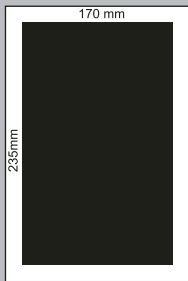


art etc.  
news & views

# ADVERTISEMENT LAYOUT



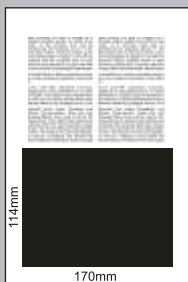
Non bleed covers & full page



Bleed covers & full page



Vertical half page



Horizontal half page



Bottom strip



Quarter page



Bleed double spread



Advertorial Exhibition Listing

# ADVERTISEMENT SPECIFICATIONS

## ArtEtc news & views

The monthly magazine on art and culture along with auction reports, market insight & related news.

## Technical data:

Magazine size :  
275mm x 210mm

Print Area : 235mm x 170mm

Multi colour offset

1. Advertisement material should reach us at least one month prior to publication.
2. Advertisement material should be in high resolution PDF, TIFF, CDR (version 10/ 12/ 13) in CMYK colour mode.
3. For bleed advertisement material should be at least 20mm inside from the given size.
4. Full payment by cheque/ DD to be sent in advance to Chisel Crafts Pvt. Ltd., 1st Floor, Orbit Enclave, 12/3A Hungerford Street, Kolkata- 700017 in favour of Chisel Crafts Pvt. Ltd.
5. For further details please contact Mr. N.G. Rao-  
advertisement@artnewsviews.com  
subscription@artnewsviews.com  
Ph: +91 33 22893027/ 22895041

**artnewsviews.com**

## Advertisement Tariff

TYPE	RATE		SIZE
Back Cover	₹ 1,00,000	\$ 2040*	280mm x 215mm (bleed)
			235mm x 170 mm (non bleed)
Double spread	₹ 1,00,000	\$2040*	280mm x 430 mm (bleed)
Inside front cover	₹ 70,000	\$ 1430*	280mm x 215mm (bleed)
			235mm x 170mm (non bleed)
Inside back cover	₹ 70,000	\$ 1430*	280mm x 215mm (bleed)
			235mm x 170mm (non bleed)
Full Page	₹ 48,000	\$ 980*	280mm x 215mm (bleed)
			235mm x 170mm (non bleed)
Half Page	₹ 30,000	\$ 610*	235mm x 80mm (vertical)
			114mm x 170mm (horizontal)
Bottom Strip	₹ 15,000	\$ 310*	55mm x 170mm
Quarter Page	₹ 15,000	\$ 310*	114mm x 80mm
Advertorial : Exhibition Listing			
Single Page	₹ 48,000	\$ 1000*	Approx 300 words & upto 3 images
Double Page	₹ 80,000	\$ 1630 *	Approx 600 words & upto 4 images

\* US Dollar@ ₹ 49/-

Date .....

Dear Sir,

We would like to place an advertisement in your forthcoming  
issue of ArtEtc news & views .....  
for ..... issue/s.

Enclosed Cheque/D.D.

drawn on .....

Cheque/D.D. No. ....

Dated .....

Thanking you,

Postal Address

.....  
.....  
.....  
.....

E-mail .....

Contact No. ....

Country .....