

Dear Sir / Madam,

Subject: Invitation for Participation in **All India Schools Guide – 2013.**

We take great pleasure to invite your participation for Listing / Advertisement of your esteemed institution, Schools and Company in **All India Schools Guide 2013. Pathway Educational Directories and Guide** is being published since 2008, and is extremely popular among the student communities across India. The directories as well as Guide are published annually for **Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Delhi & NCR (Separate for Each State), North India Education Directory, All India Management Education Directory, International Education Directory, All India Schools Guide & Gurukuls of India** respectively. Distributed across the country and NRI dominated areas in Australia, Canada, U.K., and U.S.A. All listing is provided Program Specific. **Pathway Educational Directories and Guide** is Published and Distributed by **Pathway Publication Services, A Pathway Group Company**, based in Gujarat, and having other branch operations across India.

It is a Great opportunity for an esteemed institute of your caliber to Participate/ Advertise in our Specific Schools Education Guide to reach out to the potential market across the country and NRI dominated areas overseas. It will generate awareness as well as lead to Market Branding for your Products and Services.

Participation by listing route in All India Schools Guide for each institution will cost Rs. 2000/- all Inclusive. While Group of institutions, can have additional listing at the cost Rs. 1500/- all inclusive for per additional listing per directory / Guide.

While, Advertisers in **All India Schools Guide** are provided free from one to five listing category wise at per full page advertisement in same Guide.

Please avail early and limited offer to grab the annual opportunity.

With Regards,
For, **Pathway Publication Services**

Bhaskar Choudhary

Business Head

Pathway Group.

Head Office:

211-215, Tower C, Kunj Plaza, Opp. Laxmi Vilas Palace, Raj Mahal Road, Vadodara - 390 001 Gujarat- India.

Phone: 0265 - 3044 999, **Email:** help@pathway.net.in, ho@pathway.net.in, **Website:** www.pathway.net.in

Circulation Plan – All India Schools Guide

- 1) All India Schools Guide will have circulation of 2, 00,000 (Two Lac Copy) in a year and it will be circulated through professional distribution system by various distributors, magazine & book stalls vendors, retailers across India.
- 2) We have tie-up with Crosswords Book stores to sale our Educational directories, Books etc. across India.
- 3) We have tie-up with Landmark Book stores to sale our Educational directories, Books etc. across India.
- 4) We have tie-up with AH Wheelers Book stores to sale our Educational directories, Books etc. Across India on all Railway Station, Bus Stand etc
- 5) We have tie-up with Odyssey Book stores to sale our Educational directories, Books etc in NCR & Delhi region on Metro Rail Stations and on Various Airports.
- 6) We have tie-up with Mediamart (The India Today Group) Book stores to sale our Educational directories, Books etc. In NCR & Delhi region on Metro Rail Stations and on Various Airports.
- 7) We have tie-up with 22 Regional & National Books & Magazines Distributors from across India to sale our Educational directories, Books etc. across India.
- 8) Pathway Publication Services is also a Publisher & Distributor in India from where all our publication (Educational Directories, Educational & Developmental News Paper, Books etc.) use to get circulated and distributed across India.
- 9) As per the policy of Pathway Group we give one Complimentary copy of All India Schools Guide to 50,000 Educational Institutions/ Schools / Colleges / Universities in India as a reference copy for Library.
- 10) Pathway All India Schools Guide will be sold / Circulated / Distributed through various Educational Exhibitions, Seminars, Road Shows across India. We are committed to give the best returns to our clients / advertisers of Schools Guide with the support of having two Million plus readers of Pathway All India Schools Guide in a year from across India.

Head Office:

211-215, Tower C, Kunj Plaza, Opp. Laxmi Vilas Palace, Raj Mahal Road, Vadodara - 390 001 Gujarat- India.

Phone: 0265 - 3044 999, **Email:** help@pathway.net.in, ho@pathway.net.in, **Website:** www.pathway.net.in

Pathway Educational Directory Circulation Plan for FY 2013-14

Name of Directory	Year of Publishing	Volume No.	No. Of Copies To Be Published	Complimentary Copies To Be Distributed	Paid Circulation & Distribution	Area Of Circulation & Distribution
Gurukuls Of India	2014	Vol - 1	Min. 2,00,000	50,000	1,50,000	Across India.
All India Management Education	2014	Vol - 2	Min. 2,00,000	50,000	1,50,000	Across India.
All India Schools Guide	2014	Vol - 1	Min. 2,00,000	50,000	1,50,000	Across India.
International Educational Directories	2014	Vol - 2	Min. 2,00,000	50,000	1,50,000	Across India & Asia , Europe, North America, Australia etc
Delhi & NCR Educational Directory	2014	Vol - 1	Min. 1,00,000	30,000	70,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Bihar, Jharkhand, North East , Punjab, Haryana, West Bengal etc
Gujarat Educational Directory	2014	Vol - 3	Min. 1,00,000	30,000	70,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, North East etc
Karnataka Educational Directory	2014	Vol - 4	Min. 1,00,000	30,000	70,000	Karnataka, Kerala, Pondicherry, T.N., A.P., Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Bihar, Jharkhand, North East etc
Madhya Pradesh Educational Directory	2014	Vol - 2	Min. 1,00,000	30,000	70,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Bihar, Jharkhand, North East , Punjab, Haryana, West Bengal etc
Maharashtra Educational Directory	2014	Vol - 3	Min. 1,00,000	30,000	70,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Bihar, Jharkhand, North East , Punjab, Haryana, West Bengal etc
Rajasthan Educational Directory	2014	Vol - 1	Min. 1,00,000	30,000	70,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Bihar, Jharkhand, North East , Punjab, Haryana, West Bengal etc
North India Education Directory	2014	Vol - 1	Min. 2,00,000	50,000	1,50,000	Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, U.P., Uttaranchal, Himanchal Pradesh, J & K, Bihar, Jharkhand, North East , Punjab, Haryana, West Bengal, Orissa etc
Ahmedabad Property Guide	2014	Vol - 3	Min. 1,00,000	30,000	70,000	Across Gujarat with Special Dedicated Coverage North Gujarat, Saurashtra etc.
Vadodara Property Guide	2014	Vol - 2	Min. 1,00,000	30,000	70,000	Across Gujarat with Special Dedicated Coverage in Central Gujarat.
Delhi & NCR Property Guide	2014	Vol - 2	Min 3,00,000	1,00,000	2,00,000	Delhi & NCR , All Metro Cities, State Capital Cities etc
Bangalore Property Guide	2014	Vol - 1	Min 3,00,000	1,00,000	2,00,000	Bangalore, All Metro Cities, State Capital Cities etc

Features Benefits Analysis

Sr.	Features of Educational Directory	Benefits To You
1	Content rich Exclusive Schools Guide of various Schools and institutions from across India providing comprehensive Listing of all Government & Privately owned Schools, Institutions, Companies and giving a whole lot of information relevant to the field of education, required by the students, parents and education community across India.	A powerful media platform to aim your strategic advertisements to a huge targeted group which matters to you, across different category of Schools education and thereby enhancing the possibilities of vastly increasing your business across India.
2	There will be a minimum readership of four Million over a period of one year.	Your communication of your Services will reach four million plus readers, thereby giving you tremendous mileage.
3	Every schools, colleges, universities, educational institutions will have reference copies.	Your communication will be read by a wide cross-section of the education community.
4	A large number of families in the country will own atleast one copy each.	Your communication will be read by many & spread around by word of mouth publicity, thus giving you additional depth & mileage.
5	The Guide will be sold through Leading Book Stalls, Newspaper / Magazine Stalls, A.H. Wheelers at all Railway stations , Bus Stands, Airports etc across India.	Your communication will reach your target audience on a continuous basis throughout the year, ensuring maximum mileage to you.
6	The Guide will be sold through various Exhibitions, Road Shows, Tradefairs etc related to Education & Career Opportunities.	Your communication will reach people to whom your product / service also matters a lot.
7	Pathway Educational Directories are a major success among the student communities across India.	You will be advertising in a directory which is in high demand. Your 100% Return On Investment (ROI) will be within a few weeks of the Guide hitting the market.
8	Pathway Group has been in the Educational & Publication Services Business since more than a decade.	You are dealing with a company committed to provide services to the educational community and which has real experience in this field.



Cost Benefit Analysis

Sr.	Cost (Rs.)	Size of Ad	Color/Style of Ad	Readership	Cost/Reader (p)	R/O (p)
1	250000	Front Page Gate Fold Cover	Double Spread - Colour	4000000	0.063	0.60
2	150000	Front Page Inside Cover	Full Page Colour	4000000	0.038	0.04
3	150000	Opposite Front Inside	Full Page Colour	4000000	0.038	0.04
4	175000	Back Page Cover	Full Page - Colour	4000000	0.044	0.45
5	150000	Back Page Inside Cover	Full Page - Colour	4000000	0.038	0.04
6	125000	Opp. Back Inside Cover	Full Page - Colour	4000000	0.031	0.03
7	200000	Bookmark	Colour	4000000	0.050	0.50
8	125000	Opp. Message Page	Full Page - Colour	4000000	0.031	0.03
9	125000	Opp. Content Page	Full Page - Colour	4000000	0.031	0.03
10	75000	Full Page	Colour	4000000	0.019	0.02
11	40000	Half Page	Colour	4000000	0.010	0.01
12	25000	Quarter Page	Colour	4000000	0.006	0.01



RETURN ON YOUR INVESTMENT - At Conservative Estimates

Sr.	Ad Size	Cost	Reach	Hit Rate	No. of Enquiries Possible	Revenue/Unit (Fill Your Fig Here)	Value of Enquiries	Conversion Probability	Revenue Possible	ROI % age
1	Front Page Gate Fold Cover	250000	4000000	2%	80000	100000	8000000000	1.0%	80000000	32000
2	Front Page Inside Cover	150000	4000000	0.75%	30000	100000	3000000000	1.0%	30000000	20000
3	Opp. Front Inside Cover Page	150000	4000000	0.75%	30000	100000	3000000000	1.0%	30000000	20000
4	Back Page Cover	175000	4000000	1%	40000	100000	4000000000	1.0%	40000000	22857
5	Back Page Inside Cover	150000	4000000	0.75%	30000	100000	3000000000	1.0%	30000000	20000
6	Opp. Back Inside Cover Page	125000	4000000	0.6%	24000	100000	2400000000	1.0%	24000000	19200
7	Bookmark	200000	4000000	1.50%	60000	100000	6000000000	1.0%	60000000	30000
8	Opp. Message Page	125000	4000000	0.6%	24000	100000	2400000000	1.0%	24000000	19200
9	Opp. Content Page	125000	4000000	0.6%	24000	100000	2400000000	1.0%	24000000	19200
10	Full Page	75000	4000000	0.3%	12000	100000	1200000000	1.0%	12000000	16000
11	Half Page	40000	4000000	0.1%	4000	100000	400000000	1.0%	4000000	10000
12	Quarter Page	25000	4000000	0.05%	2000	100000	200000000	1.0%	2000000	8000

PARTICIPATION FORM

1. Name of College / Institute / School: _____
2. Establishment Year: _____
3. Address: _____

_____ Postal Code: _____
4. Telephone No. (1) _____ (2) _____ (3) _____
5. Fax No. _____
6. E-mail ID: _____
7. Website: _____
8. Contact Person: _____ Designation: _____
9. State of College / Institute / School: Public _____ Private _____
10. Courses Offered: _____
11. Affiliation with Board / Universities: _____
12. Name of Trusts / Parent Body: _____
13. Establishment Year of Trusts: _____
14. Founder of Trusts: _____
15. Address of Trusts Office: _____

Postal Code: _____ 16. Phone No. (1) _____ (2) _____
17. Fax No: _____ 18. E-mail ID _____
19. Website: _____
20. No. of Institutions under Trusts: _____
(Please Provide Separate List for Each Colleges / Institutes)
21. Entry in Directory: _____ Paid _____ With Ad _____
22. Not Interested: _____
Reason: _____

Representative of Pathway Group

Name: _____
Designation: _____
Signature: _____

Representative of Colleges / Institutes / Schools

Name: _____
Designation: _____
Signature: _____