

RATE CARD

Pathway Publication Services is India's largest Educational Directories Publisher & Distributer, offering International, National, Regional level and State wise educational directories, besides publishing a range of educational books, various learning tools and India's most widely read fortnightly educational & developmental newspaper. **Pathway Publication Services** is an enterprise of **Pathway Group**, a multifaceted organization having its interests in various educational and developmental areas.

Pathway Group equips individuals to take on the challenges of twenty first century by exposing them to the numerous educational & vocational opportunities available to them within and outside India, through its various products and services offered by the medium of different Group Holding Organizations.

Pathway Group firmly believes that education is the key to unlocking human potentials and therefore aims to assist all individuals in developing themselves both personally and vocationally. **Pathway Group** has therefore, created educational service packages and the right climate required by students to reach their optimum potentials.

Pathway Publication Services takes immense pride in bringing out its Annual Edition of the "All India Schools Guide", providing comprehensive information about various schools and school education with various learning and developmental tools to support overall development of school students and their parents across India.

This is part of **Pathway Group's** endeavor to keep the student communities updated and alive to new developments in the field of schools education. The first volume of **All India Schools Guide** would be launched in last week of December 2013, covering information of various Elite, Premium & Progressive Schools from across India. **Pathway Publication Services** is confident to repeat its previous successes with similar other educational directories.

All INDIA SCHOOLS GUIDE is expected to hit the stands by last week of December 2013.

The rates for placing your advertisement are appended as follows:

(Particulars of Advertisement)	(Size)	(Rate in Rupees)
Front Page Gate Fold Cover (Double Spread Colour):	40.50(W) × 28.00(H) cm	2,50,000.00/-
Front Page Inside Cover (Full Page Colour):	17.80(W) × 26.00(H) cm	1,50,000.00/-
Opp. Front Page Inside Cover (Full Page Colour):	18.50(W) × 25.00(H) cm	1,50,000.00/-
Back Page Cover (Full Page Colour):	19.00(W) × 26.00(H) cm	1,75,000.00/-
Back Page Inside Cover (Full Page Colour):	19.00(W) × 26.00(H) cm	1,50,000.00/-
Opp. Back Page Inside Cover (Full Page Colour):	18.50(W) × 25.00(H) cm	1,50,000.00/-
Book Mark (Colour):	07.00(W) × 18.00(H) cm	2,00,000.00/-
Opp. Content and Message Page (Full Page Colour):	18.50(W) × 25.00(H) cm	1,25,000.00/-
Full Page Colour (Inside Page):	18.50(W) × 25.00(H) cm	75,000.00/-
Half Page Colour (Inside Page):	12.50(W) × 18.50(H) cm	40,000.00/-
Quarter page Colour (Inside Page):	08.50(W) × 12.50(H) cm	25,000.00/-

Note: All Advertisement Material (CDR Format Convert 2 Curve **OR** JPEG Minimum 300 DPI **OR** PDF Minimum 300 DPI) along with the release order and Cheque / DD in favour of "**Pathway Publication Services**", payable at Ahmedabad, should reach us on or before 15th December, 2013.

For Advt. Bookings Contact

AHMEDABAD : 21, 2nd floor, Sukshine Complex, 8 - Sunrise Park, opp. Himalaya Mall, Off-Drive-in Road, Ahmedabad - 380 054, Gujarat. Phone: 079-4023 2323, Email: bm.ahmedabad@pathway.net.in

VADODARA : 1, 2, 3 Indraprasth Avenue, Next to Harshil Motors, Nizampura Main Road, Vadodara - 390 002. Phone: 0265-3933 900 (20 Lines), E-Mail: bm.baroda@pathway.net.in ,

DELHI : 147-148, Somdatt Chambers-II, 9-Bhikaji Cama Place, New Delhi-110 066, India Phone: 011-4222 1111 (30 Lines). Email: abm.delhi@pathway.net.in

PATNA : 303, 3rd Floor, Grand Plaza, Fraser Road, Patna - 800001, Bihar, Phone: 0612-3933 900, (20 Lines). E-Mail: bm.patna@pathway.net.in , patna@pathway.net.in

Bangalore : 606, 6th Floor, Barton Center, M.G. Road, Bangalore- 560 001. Karnataka. India. Phone: 080-4545 6600 (15 Lines) Email: bm.bangalore@prudentia.in, info@prudentia.in