

To,

Subject: Invitation for Participation in Delhi & NCR Educational Directory – 2014.

Dear Sir / Madam,

We take great pleasure to invite your participation for Listing / Advertisement of your esteemed institution in **Delhi & NCR Educational Directory 2013. Pathway Educational Directories** are being published since 2008, and are extremely popular among the student communities across India. The directories are published annually for **Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Delhi & NCR (Separate for Each State), North India Educational 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** are published and Distributed by **Pathway Publication Services, A Pathway Group Company**, based in Ahmedabad, 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 Educational Directories 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 each state directory for each institution will cost Rs. 2000/- all Inclusive. While Group of institutions, can have additional listing at the cost Rs. 1500/- all inclusive per additional program.

While, Advertisers in **Delhi & NCR Educational Directories** are provided free one to five listing program wise per advertisement in same Directory.

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

Locations: Ahmedabad • Bangalore • Bokaro • Bhuj • Indore • Jaipur • Kolkata • Navsari • Patna • Patan
Palanpur • Pune • Visnagar • V.V. Nagar • Vadodara

Circulation Plan – Delhi & NCR Educational Directory

- 1) Delhi & NCR Educational Directory will have circulation of 1, 00,000 (One 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 and on Metro Rail Stations in NCR 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 and on Metro Rail Stations in NCR 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 Publishers & Distributors in India and from where all our publication (Educational Directories, Educational & Developmental News Paper, Books etc.) is getting circulated and distributed across India.
- 9) As per the policy of Pathway Group we give one Complimentary copy of Delhi & NCR Educational Directory to 30,000 Educational Institutions/ Schools / Colleges / Universities in India as a reference copy for Library.
- 10) Pathway Delhi & NCR Educational Directory will be sold /
Circulated / Distributed through various Educational Exhibitions, Seminars, Road Shows across India.

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We are committed to give the best returns to our clients / advertisers of Educational Directories with the support of having two Million plus readers of Pathway Delhi & NCR Educational Directory in a year from across India.

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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



DELHI & NCR EDUCATIONAL DIRECTORY - 2014

Feature Benefit Analysis

Sr.	Features	Benefits To You
1	Content rich Delhi & NCR Educational Directory of various institutions across the Region of Delhi & NCR providing comprehensive Listing of all Government & Privately owned Institutions , Colleges & Universities and giving a whole lot of information relevant to the field of education, required by the students and education community everywhere across India.	A powerful media platform to aim your strategic advertisements to a huge targeted group which matters to you, across different branches of Education in Delhi & NCR Directory and thereby enhancing the possibilities of vastly increasing your business in across India.
2	Minimum 1,00,000 copies will be circulated across the Delhi , NCR, North Central & North - East India.	Your Ad in the directory will hit clearly defined targets who will be interested in availing your specialised services.
3	There will be a minimum readership of two Million over a period of one year.	Your communication of your Services will reach two million plus readers, thereby giving you tremendous mileage.
4	Every schools, colleges, universities, educational institutions & libraries will have reference copies.	Your communication will be read by a wide cross-section of the education community.
5	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.
6	The directory will be sold through Leading Book Stalls, Newspaper/Magazine Stalls / A.H. Wheelers at all Railway Stations across India	Your communication will reach your target audience on a continuous basis throughout the year, ensuring maximum mileage to you.
7	The directory will be sold through various Exhibitions, Road Shows, Tradefairs, related to Education & Career Opportunities.	Your communication will reach people to whom your products/services also matters a lot.
8	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 directories hitting the market.
9	Pathway Group has been in the Educational & Publication Services Business since more than a decade.	You are dealing with a company committed to providing 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	2000000	0.125	0.13
2	150000	Front Page Inside Cover	Full Page Colour	2000000	0.075	0.08
3	150000	Opposite Front Inside	Full Page Colour	2000000	0.075	0.08
4	175000	Back Page Cover	Full Page - Colour	2000000	0.088	0.09
5	150000	Back Page Inside Cover	Full Page - Colour	2000000	0.075	0.08
6	125000	Opp. Back Inside Cover	Full Page - Colour	2000000	0.063	0.06
7	200000	Bookmark	Colour	2000000	0.100	0.10
8	125000	Opp. Message Page	Full Page - Colour	2000000	0.063	0.06
9	125000	Opp. Content Page	Full Page - Colour	2000000	0.063	0.06
10	75000	Full Page	Colour	2000000	0.038	0.04
11	40000	Half Page	Colour	2000000	0.020	0.02
12	25000	Quarter Page	Colour	2000000	0.013	0.01



RETURN ON YOUR INVESTMENT - At Conservative Estimates

Sr.	Ad size	Cost	Reach	Hit Rate	No. of enquiries	Revenue/unit	Value of Enquiries	Conversion	Revenue	ROI
1	Front Page Gate Fold Cover	250000	2000000	2%	40000	100000	4000000000	1.0%	40000000	16000
2	Front Page Inside Cover	150000	2000000	0.75%	15000	100000	1500000000	1.0%	15000000	10000
3	Opp. Front Inside Cover Page	150000	2000000	0.75%	15000	100000	1500000000	1.0%	15000000	10000
4	Back Page Cover	175000	2000000	1%	16000	100000	1600000000	1.0%	16000000	9143
5	Back Page Inside Cover	150000	2000000	0.75%	15000	100000	1500000000	1.0%	15000000	10000
6	Opp. Back Inside Cover Page	125000	2000000	0.6%	12000	100000	1200000000	1.0%	12000000	9600
7	Bookmark	200000	2000000	1.50%	30000	100000	3000000000	1.0%	30000000	15000
8	Opp. Message Page	125000	2000000	0.6%	12000	100000	1200000000	1.0%	12000000	9600
9	Opp. Content Page	125000	2000000	0.6%	12000	100000	1200000000	1.0%	12000000	9600
10	Full Page	75000	2000000	0.3%	6000	100000	600000000	1.0%	6000000	8000
11	Half Page	40000	2000000	0.1%	2000	100000	200000000	1.0%	2000000	5000
12	Quarter Page	25000	2000000	0.05%	1000	100000	100000000	1.0%	1000000	4000

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Hoshang Bhesania

Manager – Media | PR | Corp. Comm.

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