

To,

**Subject:** Invitation for Participation in **Gujarat Educational Directory – 2014.**

Dear Sir / Madam,

We take great pleasure to invite your participation for Listing / Advertisement of your esteemed institution in **Gujarat 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 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 **Gujarat Educational Directories** are provided free one to five listing program wise per full page 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

## Circulation Plan – Gujarat Educational Directory

- 1) Gujarat 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 & 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 Gujarat Educational Directory to 30,000 Educational Institutions/ Schools / Colleges / Universities in India as a reference copy for Library.
- 10) Pathway Gujarat Educational Directory 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 Educational Directories with the support of having two Million plus readers of Pathway Gujarat 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                                                                                                                                       |
|----------------------------------------------|--------------------|------------|-------------------------------|----------------------------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gurukuls Of India</b>                     | 2014               | Vol - 1    | Min. 2,00,000                 | 50,000                                 | 1,50,000                        | Across India.                                                                                                                                                            |
| <b>All India Management Education</b>        | 2014               | Vol - 2    | Min. 2,00,000                 | 50,000                                 | 1,50,000                        | Across India.                                                                                                                                                            |
| <b>All India Schools Guide</b>               | 2014               | Vol - 1    | Min. 2,00,000                 | 50,000                                 | 1,50,000                        | Across India.                                                                                                                                                            |
| <b>International Educational Directories</b> | 2014               | Vol - 2    | Min. 2,00,000                 | 50,000                                 | 1,50,000                        | Across India & Asia , Europe, North America, Australia etc                                                                                                               |
| <b>Delhi &amp; NCR Educational Directory</b> | 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                                                |
| <b>Gujarat Educational Directory</b>         | 2014               | Vol - 3    | Min. 1,00,000                 | 30,000                                 | 70,000                          | Maharashtra, M.P., Rajasthan, Gujarat, Delhi & NCR, North East etc                                                                                                       |
| <b>Karnataka Educational Directory</b>       | 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                                   |
| <b>Madhya Pradesh Educational Directory</b>  | 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                                                |
| <b>Maharashtra Educational Directory</b>     | 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                                                |
| <b>Rajasthan Educational Directory</b>       | 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                                                |
| <b>North India Education Directory</b>       | 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 |
| <b>Ahmedabad Property Guide</b>              | 2014               | Vol - 3    | Min. 1,00,000                 | 30,000                                 | 70,000                          | Across Gujarat with Special Dedicated Coverage North Gujarat, Saurashtra etc.                                                                                            |
| <b>Vadodara Property Guide</b>               | 2014               | Vol - 2    | Min. 1,00,000                 | 30,000                                 | 70,000                          | Across Gujarat with Special Dedicated Coverage in Central Gujarat.                                                                                                       |
| <b>Delhi &amp; NCR Property Guide</b>        | 2014               | Vol - 2    | Min 3,00,000                  | 1,00,000                               | 2,00,000                        | Delhi & NCR , All Metro Cities, State Capital Cities etc                                                                                                                 |
| <b>Bangalore Property Guide</b>              | 2014               | Vol - 1    | Min 3,00,000                  | 1,00,000                               | 2,00,000                        | Bangalore, All Metro Cities, State Capital Cities etc                                                                                                                    |



## GUJARAT EDUCATIONAL DIRECTORY - 2014

### Feature Benefit Analysis

| Sr. | Features                                                                                                                                                                                                                                                                                                                                                      | Benefits To You                                                                                                                                                                                                                                                                |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Content rich Gujarat Educational Directory of various institutions across the State of Gujarat 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 Gujarat Educational Directory and thereby enhancing the possibilities of vastly increasing your business across India. |
| 2   | Minimum 1,00,000 copies will be circulated across the Gujarat , Western India and other targetted area.                                                                                                                                                                                                                                                       | 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 , Airports 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 Possible | Revenue/Unit (Fill your Fig here) | Value of Enquiries | Conversion Probability | Revenue Possible | 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  |

# 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: \_\_\_\_\_