

Dear Sir / Madam,

Subject: Invitation for Participation in **International Education Directory- 2014.**

We take great pleasure to invite your participation for Listing / Advertisement of your esteemed institution in **International Education Directory- 2014. 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 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** 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 / regional / national 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 listing per directory.

While, Advertisers in **International Education Directories** are provided free from one to five listing program wise at 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

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

Circulation Plan – International Education Directory

- 1) International Education Directory will have circulation of 2, 50,000 (Two Lac, Fifty Thousand 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 International Education Directory to 30,000 Educational Institutions/ Schools / Colleges / Universities in India as a reference copy for Library.
- 10) Pathway International Education 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 International Education 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



PATHWAY INTERNATIONAL EDUCATIONAL DIRECTORY

Feature Benefit Analysis

Sr.	Features	Benefits To You
1	Content Rich Education Directory representing the Comprehensive Listing of all Government & Privately owned Schools, Colleges, Universities - across the major global educational destinations, providing a whole lot of information relevant to the field of education and required by the education community everywhere.	A powerful media platform to aim your strategic advertisements to a huge targeted group which matters to you, across various countries and thereby enhancing the possibilities of vastly increasing your business in this area.
2	Quarter million (2,50,000) copies will be circulated across the Indian sub continent, South East Asia, Central Asia, Middle East, Pacific Islands & Europe, thus assisting numerous students make proper career choice.	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 1 Million over a period of one year.	Your communication of your courses & programs will reach 1 million plus readers, thereby giving you tremendous mileage.
4	Every major school, college, university, & educational institution across the Indian Sub continent & south east asia will have reference copies.	Your communication will be read by a wide cross-section of the education community.
5	A large number of students interested to pursue higher education overseas 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 Stores, & Newspaper/Magazine vendors.	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, related to Education & Career Opportunities.	Your communication will reach people to whom your product/service also matters a lot.
8	Pathway Education Directories are a major success among the student communities.	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 has been in the Educational Services Business since a decade.	You are dealing with a company committed to providing services to the educational community and which has real experience in this field.



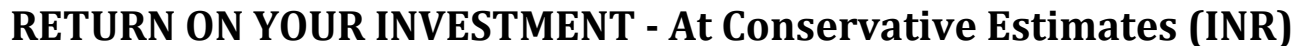
Cost Benefit Analysis (INR)

Sr No.	Cost (INR)	Size of Ad	Color/Style of Ad	Readership	Cost/reader (₹)
1	255200.00	Front Page Gate Fold Cover	Double Spread - Colour	1000000	0.2552
2	154000.00	Front Page Inside Cover	Full Page - Colour	1000000	0.154
3	154000.00	Opp. Front Page Inside	Full Page - Colour	1000000	0.154
4	198000.00	Back Page Cover	Full Page - Colour	1000000	0.198
5	154000.00	Back Page Inside Cover	Full Page - Colour	1000000	0.154
6	123200.00	Opp. Back Page Inside	Full Page - Colour	1000000	0.1232
7	211200.00	Book Mark	Colour	1000000	0.2112
8	123200.00	Opp. Content Page	Full Page - Colour	1000000	0.1232
9	123200.00	Opp. Message Page	Full Page - Colour	1000000	0.1232
10	79200.00	Full Page	Colour	1000000	0.0792
11	44000.00	Half Page	Colour	1000000	0.044
12	22000.00	Quarter Page	Colour	1000000	0.022
	Payment can be made by Wire transfer/Banker's Cheque in INR (Rs.) to				
*	Pathway Publication Services A/C No. 006405500037 Account With: ICICI Bank Ltd., Ahmedabad, Gujarat, India.				
*	All Payments has been calculated in INR (Conversion Ratio USD \$ 1 = INR Rs. 60).				
*	Actual Exposure to clients is mentioned in Readership.				
*	Please send release order along with design of the advertisement in JPEG (CMYK & min.300dpi) or PDF (CMYK & min.300dpi) on or before December 30, 2013.				
*	Before finalising any position in the directory please confirm the availability of the position of advertisement.				



Cost Benefit Analysis (USD)

Sr No.	Cost (USD\$)	Size of Ad	Color/Style of Ad	Readership	Cost/reader (₹)
1	5800	Front Page Gate Fold Cover	Double Spread - Colour	1000000	0.0058
2	3500	Front Page Inside Cover	Full Page - Colour	1000000	0.0035
3	3500	Opp. Front Page Inside	Full Page - Colour	1000000	0.0035
4	4500	Back Page Cover	Full Page - Colour	1000000	0.0045
5	3500	Back Page Inside Cover	Full Page - Colour	1000000	0.0035
6	2800	Opp. Back Page Inside	Full Page - Colour	1000000	0.0028
7	4800	Book Mark	Colour	1000000	0.0048
8	2800	Opp. Content Page	Full Page - Colour	1000000	0.0028
9	2800	Opp. Message Page	Full Page - Colour	1000000	0.0028
10	1800	Full Page	Colour	1000000	0.0018
11	1000	Half Page	Colour	1000000	0.001
12	500	Quarter Page	Colour	1000000	0.0005
*	Payment can be made by Wire transfer/Banker's Cheque in USD \$ to Pathway Publication Services A/C No. 006405500037 Account With: ICICI Bank Ltd., Ahmedabad, Gujarat, India. ICICI Bank Swift Code: ICICINBBCTS ICICI Bank A/c No. with JP Morgan Chase Bank, NY – 001 – 1 – 427374 JP Morgan Chase Bank, NY – Swift Code – CHASUS33XXX				
*	All Payments has been calculated on USD\$ (Conversion Ratio USD \$ 1 = INR Rs. 44).				
*	Actual Exposure to clients is mentioned in Readership.				
*	Please send release order along with design of the advertisement in JPEG (CMYK & min.300dpi) or PDF (CMYK & min.300dpi) on or before December 30, 2013.				
*	Before finalising any position in the directory please confirm the availability of the position of advertisement.				

[illegible]



RETURN ON YOUR INVESTMENT - At Conservative Estimates (USD)

[illegible]

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: _____