

Dear Participants,

The New Delhi World Book Fair-2022 is around the corner. We understand you would have booked your space (stall/ bare space) in Asia's biggest book fair. In addition to the space, we also offer options to promote your product through branding at prominent places.

In the New Delhi World Book Fair - 2022 the following options for advertising and branding are available as given in Table A, B, C & D. The booking of these places will be made on "**first come first served basis**" in the sequence of payment receive in NBT's Account in the form of NEFT / RTGS or Demand Draft in favour of the National Book Trust India, payable at New Delhi.

TABLE A

Sr.No.	Branding Site	Cost (Rs.)
1	Rectangular Branding in Corridor column in New Halls (2-5) Size 0.75 mts (w)x 3 mts(H)	8000
2	Triangular Branding in Corridor column in New Halls (2-5) Size 2mts (w) x 6 mts (h)	25000
3	Hoarding (Gate 10 to Hall 7) (20 ft.X20 ft.)	96000
4	Hoarding (Gate 10 to Hall 7) (20 ft.X10 ft.)	48000
5	Hoarding (Hall 7 to Gate- 4) (20 ft.X20 ft.)	1,25,000
6	Hoarding (Hall 7 to Gate - 4) (20 ft.X10 ft.)	60,000
7	Cubical Box Gate 4 to Hall No. 7 Size (3ftx8ft) (All 4 Side)	30,000

GST will be payable extra as per applicable rates.

The above rates do not include Printing, Fixing Charges etc. The same needs to be carried out by the exhibitor at his/her own cost.

TABLE B

Sl. No.	Options	Remarks	Cost for 9 days (Rs.)
1	Shuttle Vehicle	Side Panel (Per side) (Size-125x17 inch. Per side)	25,000x2 = 50,000 + GST@18%
		Back Side (Size19x16 inch.)	15,000 + GST@18%
		All 3 sides	60,000 + GST@18%
		Driver Side (Size-23x14 inch.)	10,000 + GST@18%
The Above rates inclusive of printing, fixing charges			

Sl. No.	Options	Remarks	Cost for 9 days (Rs.)	Cost per day (Rs)
2	Hindi Newsletter (Mela Vaarta) Please Contact: Mr. Pankaj Chaturvedi pc7001010@gmail.com	• Quarter page	50,000	4,000
		• Half page	70,000	8,000
		• Full page	1,25,000	15,000
3	English Newsletter (Fair Daily) Please Contact : Ms. Kanchan Wanchoo Sharma. nbtfairdaily@gmail.com	• Quarter page	50,000	5,000
		• Half page	65,000	8,000
		• Full page	1,25,000	15,000
		• Back Page	1,50,000	20,000
4	Authors' Corner	• Branding on side panels	5,00,000 Each Corner	Not available
The Above rates includes GST.				

TABLE C

Sl. No.	Type of Site	Remarks	Rates for one day	Rate for full duration (9 days)
1	LED screen inside Pragati Maidan	20 Sec. Video 3 Spots per day/Per Screen	5,000/- + GST@18%	1,00,000/- + GST @ 18%

TABLE D

Sl.No.	Type of Site	Cost (Rs)
1	Fair Directory - Back Cover-IV (Colour)	Rs. 1,00,00
2	Fair Directory - Inside Cover-II (Colour)	Rs.75,000
3	Fair Directory - Inside Bock Cover-III (Colour)	Rs.75,000
4	Fair Directory - Full Page (Colour)	Rs.40,000
5	Fair Directory - Full Page (Black & White)	Rs.25,000
6	Fair Directory - Book Mark	Rs.50,000
7	Schedule of Events - Cover Page(Colour) II	Rs. 45,000
8	Schedule of Events - Cover Page(Colour) III	Rs. 45,000
9	Children's Pavilion Events - Cover Pages (Colour) II	Rs.45,000
10	Children's Pavilion Events - Cover Pages (Colour) III	Rs.45,000
11	Theme Pavilion Events - Cover Pages (Colour) II	Rs.45,000
12	Children's Pavilion Events - Cover Pages (Colour) III	Rs.45,000
13	Passes (Approx 1 Lac Passes)	Rs.5,00,000
The Above rates inclusive GST.		

For booking of advertisement in available space, send your requirement to the following e-mail address:

Advertisement Space	E-Mail IDs	Contact No.(s)
Mela Varta	pc7001010@gmail.com ,	011-26707758
Fair Daily	nbtfairdaily@gmail.com	011-26707783
Other Brandings	nbtexhibition1@gmail.com ,	011-26707780 / 81 7065192354

You are requested to send your request for booking of above advertisement(s) **by 28th December 2021** along with payment through NEFT / RTGS pr Demand Draft in favour **National Book Trust, India payable** at New Delhi.

Details of Bank Transfer:

Beneficiary	NATIONAL BOOK TRUST, INDIA
Bank	CANARA BANK
A/C	3159101000299
IFSC	CNRB0003159
MICR Code of Bank	110015187
Address	Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070, India

For more information and regular updates please visit our website www.nbtindia.gov.in/ndwbf2022

With Warm Regards

(Md. Imranul Haque)
Manager (S&M)/Exhibition Head



National Book Trust, India
Nehru Bhawan, 5, Institutional Area,
Phase-II, Vasant Kunj,
New Delhi-110070