

Dear Participants,

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

In continuation with earlier shared branding options, we also offer you following branding space on rental basis at the venue (Pragati Maidan) during New Delhi World Book Fair 2016 (9 to 17 January 2016). Booking of these places will be made on "first come first served basis" in the sequence of payment received at NBT Headquarters in form of demand draft payable in favour of National Book Trust India, payable in New Delhi.

Allotment of space will be done by draw of lot at the venue. Number of space allotted to exhibitors will be made on proportionate basis of area booked by them for NDWBF -16. Organizers reserve the right to accept or reject any or all requests.

**Table A**

<b>RENTAL CHARGES FOR ADVERTISING SPOTS</b>			
S. No.	Type of Site	Remarks	Rental charges per unit
1.	Flag Poles	Double side	Rs. 400/- + Service Tax
2.	Electric Poles	Double side	Rs. 1200/- + Service Tax
3.	Halogen Poles	Double side	Rs. 2100/-+ Service Tax
<b>The above rates do not include Printing, Fixing charge etc.                      The same needs to be carried out by the exhibitor at his/her own cost.</b>			

Other than above, you can also book advertisements for New Delhi World Book Fair -2016 at following options:

**Table B**

<b>Advertising Charges</b>				
S. No.	Options	Remarks	Rate for 9 days in INR	Rate per day (in INR)
1.	Shuttle Vehicle	Side Panel	15,000+Service Tax	Not available
		Back Side	10,000+Service Tax	Not available
		All 3 sides	35,000+Service Tax	Not available
2.	Hindi Newsletter (Mela Vaarta)	Quarter page	25,000	3,000
		Half page	50,000	6,000
		Full page	1,00,000	12,000
3.	English Newsletter (Fair Daily )	Quarter page	40,000	5,000
		Half page	60,000	8,000
		Full page	15,000	15,000
		Inside Page bottom/side strip	30,000	4,000
		Front Page (bottom strip)	1,10,000	20,000
		Back Cover	1,40,000	15,000
4.	Authors' Corner	Branding on side panels	1,50,000	Not available
<b>Service Tax will be charged extra.</b>				

There are few other options for branding being worked out for which you may also send requests. These avenues will be worked out only if sufficient numbers of requests are received. Final Rates and availability of these will be shared after 25<sup>th</sup> December 2015.

**Table C**

<b>Additional Advertising Options On Rental</b>			
<b>S. No.</b>	<b>Type of Site</b>	<b>Remarks</b>	<b>Tentative rates</b>
1.	LED screen in front of hall 7	10 secs' video*	Rs. 30,000/- + Service Tax
2.	Chocolate Box Hoarding (20 feet x10 feet)	One side	Rs. 27,500/- + Service Tax
3.	Triangular Hoarding (27 feet x 10 feet)	One side	Rs. 77,000/-+ Service Tax
4.	Tower Hoarding (20 feet x 5 feet)	One side	Rs. 38,500/-+ Service Tax
5.	Dangler from ceiling inside Hall 14 and Hall 6	55 feet x 3feet	Rs. 5000/-+Service Tax
<b>* 3 spots per day.</b>			

For booking of advertisement in available space, you may mail your requirement and payment details to [ndwbf1@gmail.com](mailto:ndwbf1@gmail.com) or you may coordinate with Mr. Rajesh Kumar and Mr. S. K. Arya , Assistant at (011-26670780/ 9968309864/ 9716115748) .

Thanks & Regards  
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