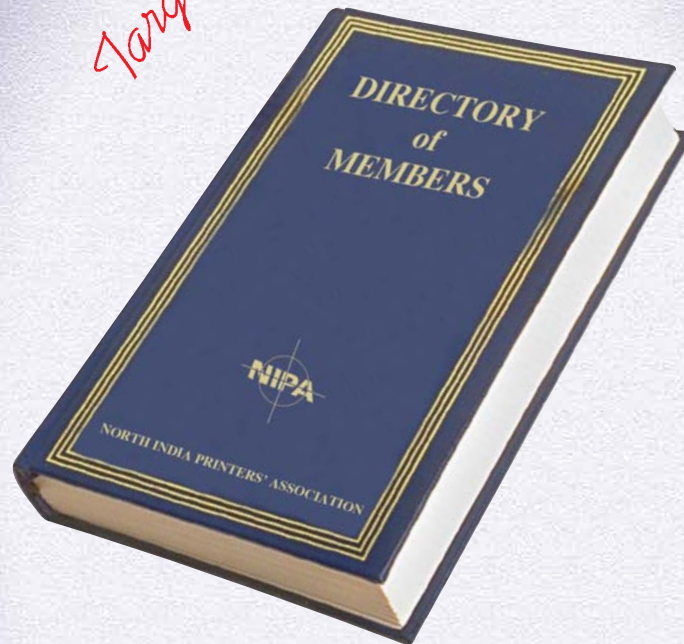


Targeting Success . . .



Advertise
in
NIPA
DIRECTORY

It is not only a directory of members of NIPA but an encyclopedia of Indian Printing Industry

The third revised edition of the 'Directory of Members' of the North India Printers' Association (NIPA) is likely to be published in 2010. In this Directory, besides the name and address of the members of NIPA and other printers of the region, the list of Major Paper Mills in India, Printing Institutes in India and Printing Journals/Magazines being published in India is also to be included. Not only this, the list of all printers associations in India including the associations affiliated with AIFMP and NIPA are also to be included. Almost complete list of printing machinery manufacturers and print providers in India will be given, for the ease of readers and for ready reference this list will be divided in Pre-Press, Press, Post Press, Consumables, Allied Products, Rubber Rollers, and Vacuum Pumps etc. The list of used machinery suppliers and spare parts dealers will also be part of this directory.

Information/Advt. in the directory remains live for years whereas in news papers it has a life of one day and in magazines a little more. Considering its importance, the executive body of NIPA decided to include advertisements also in the directory but only in limited number.

The mechanical data, advt. rates and other details are given hereunder for your consideration. For any further clarification please feel free to contact the General Secretary, at the address given overleaf.

MECHANIAL DATA

Paper : 130 gsm Art for coloured pages and
80 gsm Map Litho for B/W pages

Printed area : 11 cm X 18 cm
(in two columns)

Hard Cover with Full Binding.
Size : 14 cm X 21.5 cm

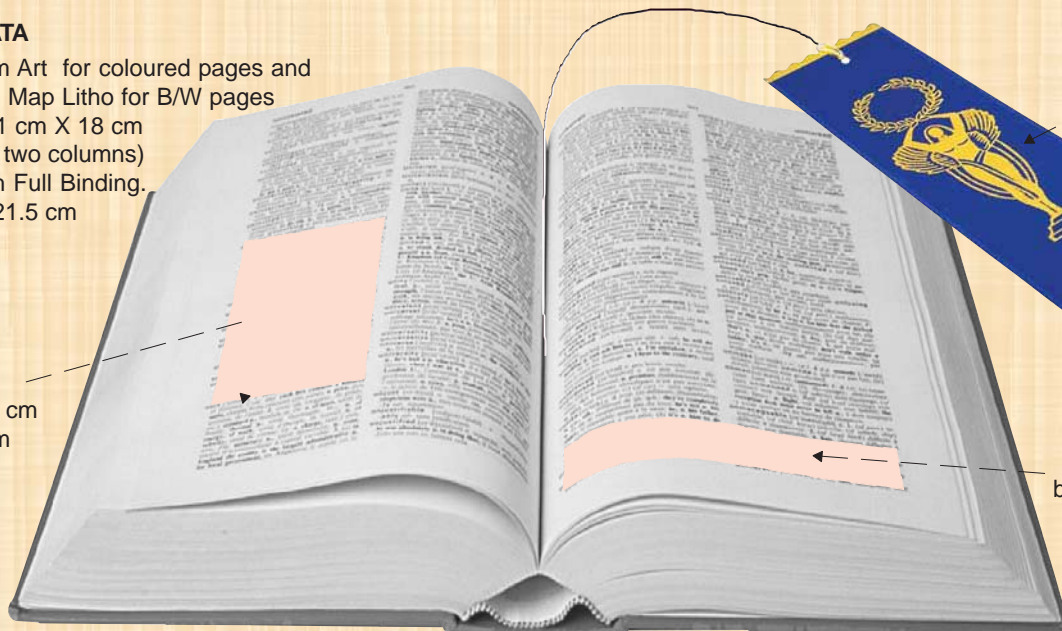
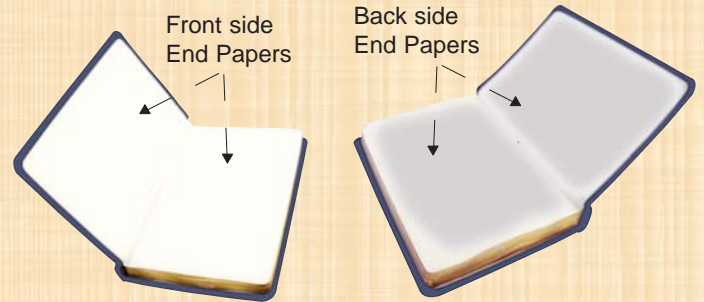
Display (for members only)
one column X 8 cm
i.e. 5 cm X 8 cm

Back Cover,
Single/Two
colour
Screen
Printing
11 X 18 cm



Front side
End Papers

Back side
End Papers



Book Mark both
side printed on
Art Card
6 cm X 11 cm

Strip only at the
bottom of text pages
2 col. X 2.5 cm
i.e. 11 cm X 2.5 cm

ADVERTISEMENT RATES

	<i>Members</i>	<i>Non Members</i>
Full Page B/W	Rs. 1000	Rs. 2000 (US\$ 80)
Full Page Coloured	Rs. 2000	Rs. 3000 (US\$ 100)
End Papers Front	Rs. 5000 per page (US\$ 200)	
End Papers Back	Rs. 4000 per page (US\$ 150)	
Back Cover	<i>QUOTE</i> (minimum Rs. 10000) (US\$ 500)	
Book Mark	Rs. 3000 (US\$ 100)	
Insert	Rs. 2000 per sheet (14 cm X 21 cm)	
Strip B/W only on text pages	Rs. 100 per strip (US\$ 5)	
(minimum 10 strips per client)		

Only Full Page Colored / B/W available

PAYMENTS

Payments are to be made in advance with the order.
Payment should be made by crossed demand draft in the name of "OFFSET PRINTERS' ASSOCIATION" payable at Ludhiana.

10.3% Service Tax shall be extra.

CORRESPONDENCE ADDRESS

General Secretary,
North India Printers' Association (Regd.)
2051, B-XX, Gobind Nagar, Ludhiana - 141001 (India)
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Fax : 91-161-2406434
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