

Ecology, Economy and Society—the INSEE journal

Advertisement Tariff

PRINT

Colour

Full page	Rs. 10,000 (20.3 cms x 12.7 cms width)
Centrespread/Doublespread	Rs. 15,000 (20.3 cms height x 27.7 cms width)

Black and White

Centrespread/Doublespread	Rs. 10,000 (20.3 cms height x 27.7 cms width)
Full page	Rs. 5,000 (20.3 cms x 12.7 cms width)
Half page	Rs. 3,000 (9.5 cms height x 12.7 cms width)

Mechanical Details

Printing process	: Offset
Paper	: Coated paper
Paper size trimmed	: 22.86 cms x 15.24 cms
Print area	: 20.3 cms x 12.7 cms
Centrespread/Doublespread	23.5 x 36cms
Screen	: Black & White - 100% Colour - 150%
Material accepted	: Soft copy in high resolution in pdf/jpeg/gif/tiff
Deadline for material	: 30 days before date of issue

WEB

Banner (82 x 660 pixels)	Rs. 30,000/-
Spot (logo on home page and text in the inside page) (logo size : 70 x 280 pixels)	Rs. 25,000/-

Notes:

1. Banner and Spot image advertisements will be displayed in all the pages including homepage of the journal.
2. All the advertisements will be displayed on the website for a period of one month (30 days).
3. The advertisers will supply the image to be displayed in jpg. or gif formats or other similar web friendly formats.
4. The text in the word format only to be supplied by the advertiser in case of text advertisements.

5. [Principles & Guidelines that the Advertising Standards Council of India](#) recommends will be applicable for EES