

# ATTENTION : ADVERTISERS

## TECHNICAL DATA

The following Technical Specifications are to be strictly adhered to for publishing advertisements in Employment News/Rozgar Samachar w.e.f 10th June, 2017.

Rate : Rs.132.49/- per sqcm in print edition of Employment news (English) and Rozgar Samachar (Hindi & Urdu).

Rs.146 for Print + Online. For color print adds 40% extra i.e Rs. 185.49 per sqcm.

1. Font size of the advt. text. : Minimum of 9 font size (Arial).
2. Line Spacing : 2 point.
3. Size of 1 column : 5 cm.  
The width of the advt has to be in multiples of five (5, 10, 15, 20, 25)
4. Number of columns : 5 columns (25 cm width).
5. Maximum Height : 38 cm.
6. Size of one full page : 38 cm height X 25 cm width.
7. Minimum size of the advt. : 100 sq.cm.
8. Advts more than 30 cm height have to be 38 cm height and not between 30 cm to 38 cm height.
9. Billing of space will be height X 5 cm (1 col), 10 cm (2 col), 15 cm (3 col), 20 cm (4 col) and 25 cm (5 col) as the case may be (height X width would be in round figure).
10. The space consumed by the key number printed with the advt will be taken into consideration for billing the advt.
11. Advt have to be provided 12 days in advance alongwith English and Hindi material (hard print + soft copy). The advt. text has to be in PDF/MS Word while sending the soft copy (CD). All the advertising agencies have to provide a copy of the work order issued by the client.
12. Advertisement must provide details of the post, No. of post, classification, particulars of pay, qualification and last date etc.
13. The mode of payment is through Demand Draft in the name of Employment News payable at New Delhi or RTGS. 1.Name of the account holder : P&A.O (M/o I &B, Employment News. 2. Bank details : (a) Bank Name-State Bank of India (b) Branch Name with complete address : New Delhi Main Branch, Parliament Street, New Delhi-110001. (c) Phone Number 011-23374038, 23374034. 3. IFSC CODE-SBIN0000691. 4. Bank account number-11084278558. 5. MICR CODE OF BANK-110-002-087. 6. The UTR number may be sent by email-id (enewsadvt@yahoo.com).

**AYANEDI VENKATAPPAIAH**  
**Assistant Director (Advt.)**