ATTENTION: ADVERTISERS

Employment News/Rozgar Samachar is going full colour from issue dated 02 October 2021.

Advertisers are requested to give full details of job vacancies. Minimum size is now 200 sq.cm for shorter advertisements.

It is the constant endeavour of Employment News/Rozgar Samachar to cater to the career requirements of the students and youth by providing maximum information about various job opportunities. The target population includes the youth living in remote and far-flung areas also, where there may be problems of internet connectivity and it may not be possible for them to have proper access to the internet again and again.

1. Advertisers are informed that the minimum size of the advertisements to be published in EN/RS has been increased to 200 sq.cm. from the earlier 100 sq.cm. However, the minimum size for short notices like cancellation notices, corrigendum, addendum, announcement of results will continue to be 100 sq.cm. as earlier.

2. Advertisers are also informed that printing of all pages of Employment News/Rozgar Samachar will now be in colour. Earlier, each issue had only four colour pages. All advertisers wishing to have their advertisements appearing in full colour may now send such fully designed advertisements for inclusion in EN/RS. Payment will be on the basis of specified BOC rates.

3. Employment News/Rozgar Samachar therefore appeal to the advertisers to give the full details of the recruitment, training, admission process in their advertisements, including proforma of application, for the benefit of the candidates. There is no maximum size limit for career advertisements appearing in EN/RS. Giving full page ads of the size 950 sq.cm or running into more than one page will be a great help to the candidates in applying for various job vacancies.

4. Advertisers giving a shorter version of the advertisement must ensure that these carry the following basic information –

i. Name of the post
ii. Number of vacancies
iii. Category classification (General, SC/ST/OBC/PH/EWS etc)
iv. Particulars of pay
v. Essential qualification
vi. Experience required, if any
vii. Age limit
viii. Last date to apply
ix. Website link for full details

**SPECIFICATIONS FOR ADVERTISEMENTS**

The advertisement Rate Card and Technical Specifications are to be strictly adhered to for publishing advertisements in Employment News along with Rozgar Samachar (Hindi & Urdu editions).

**Rate Card**

<table>
<thead>
<tr>
<th>Rate for Print Advertisements</th>
<th>Rs.92.61 per sqcm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate for Print + website (10% Extra)</td>
<td>Rs. 101.87 per sqcm</td>
</tr>
</tbody>
</table>

**Terms & Conditions:**

1. Font size of the text of advertisement should be Arial and Minimum of 9 point size.
2. Line Spacing: 2 point.
3. Size of 1 column: 5 cm. The width of the advertisement has to be in multiples of five (5, 10, 15, 20, 25)
4. Number of columns: 5 columns (25 cm page width).
5. Maximum Height: 38 cm.
6. Size of one full page: 38 cm height X 25 cm width.
7. Minimum size of the advertisement: **200 sq.cm** (approximate).
8. 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).
9. The space consumed by the key number printed with the advertisement will be taken into consideration for billing the advertisement.
10. Advertisement has to be provided 12 days in advance along with English and Hindi material (hard print + soft copy). The advertisement text has to be in PDF/MS Word while sending the soft copy (CD).
11. All the advertising agencies have to provide a copy of the work order issued by the client.
12. The mode of payment is through Demand Draft in the name of Employment News payable at New Delhi or RTGS in the Bank as detailed below.
a) Name of the account holder: P&AO (M/o I &B, Employment News.)

b) Bank details:

(1) Bank Name - State Bank of India
(2) Branch Name with complete address: New Delhi Main Branch, Parliament Street, New Delhi-110001.
(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).

Ikra Khan
Editor (Advt)
011-24369429, 24369430
27-08-2021