

महाराष्ट्र राज्य पोलिसांचे मुखपत्र

दक्षता

सर्वदूर पोहचलेले वाचकप्रिय मासिक



पत्ता : महाराष्ट्र राज्य पोलीस मुख्यालय, शहीद भगतसिंग मार्ग,
डॉ. श्यामप्रसाद मुखर्जी चौक, कुलाबा,
मुंबई 400 001 • टेलि.: + 91 22 22049701
email: mpd.dakshata@mahapolice.gov.in

ADVERTISEMENT TARIFF

Established	: September 1974	Advertising Unit :-
Language	: Marathi	All sizes in CM. First Value is width,
Frequency	: Monthly. Special Diwali Issue is a joint issue for two months	Second Value of height.
Trim Size	: 255mm X 200mm	Full Page : (bleed) 20 X 25.5 plus 5 mm bleed (non bleed) 18 X 24 cm
Print Area	: 240mm X 80mm	Half Page : (horizontal) 17.5 X 11.75 cm (vertical) 8.75 X 23.5 cm
Printing Process	: Photo - Offset	
Binding	: Central Stitched	
Paper	: Art paper for Cover & Newsprint for inside Body pages, News Glazed for inside Colour	

ADVERTISEMENT RATES

SPACE	REGULAR ISSUES	DIWALI ISSUES
Colour :		
Back Cover	1,00,000/-	2,00,000/-
Inside Cover	75,000/-	1,00,000/-
Full Page	50,000/-	75,000/-
Half Page	20,000/-	30,000/-

Material for Reproduction : For Colour Advertisement : Colour seperated positives in one piece per colour with a set of progressive proofs.

Deadline for Advertisements : Colour - Eight weeks in advance for transparencies or colour artwork and Six weeks for colour seperated positives with a set of progressive proofs.

Bleed : 15 % extra. For Bleed add 3 mm on trimming sides on artworks.

Four Colour advertisement : Extra Charge will be payable for rendering transparencies and artwork into colour seperated positives for printing at actuals. The advertisements are subject to acceptance

according to our policy, rules and regulations.

The publisher reserves the right to reject any advertisement that is not in keeping with the high standards of the content and production quality of Dakshata.

All advertisement charges should be paid by Cheque/DD in the name of 'Chief Editor, **Dakshata**', Maharashtra State Police Headquarters, S.B. Singh Marg, Colaba, Mumbai - 400 001.

Tel. : 2283 4511, 2204 9701

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CONTRACT FORM

To,
Chief Editor, Dakshata,
Maharashtra State Police Head Quarters,
Dr. Shama Prasad Mukherjee Chowk, S.B. Singh Marg,
Colaba, Mumbai - 400 001.

Sir,

Kindly reserve for us a advertising
space (as specified in enclosed tariff card) in your DIWALI SPECIAL ISSUE/ REGULAR ISSUE OF
DAKSHATA magazine.

We are enclosing herewith the advertisement charges in full by Cross Cheque/ Demand Draft/
bearing number dated drawn on
For Rs. (Rupees in words) in
favour of "Chief Editor, Dakshata, M.S. Mumbai."

You are requested to send a stamped receipt of the advertisement charges paid by us. The advertisement
material to be published in Dakshata is enclosed herewith.

Yours faithfully,

(Signature)

COMPLETE NAME & ADDRESS OF ADVERTISER :

[.....]

Note : The Contract Form duly filled-in and signed may be sent on above address.