Internal Memo No. 914/112/3 –sales division Date: 05.05.2016

Sub.: Guideline rates for promotions - Revised

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| Sl No. | Items | Guideline rates | Remarks |
|  | Hoarding flex mounting charges | Rs. 3/- per sft | No ST. +/- 0.50 per sft |
|  | Hoarding flex printing charges (others) – 300 GSM blackout. Only pay on printed area. Extra 6”on all sides, no charge. | Rs. 10.50/- per sft | + ST. +/- 1.00 per sft |
|  | Letter heads – less than 500 nos | Rs. 1.50/- | +/- 5% |
|  | Standee without flex - ordinary | Rs. 1000/- each | +/- 20% |
|  | Standee with flex – good quality | Rs. 2500/- | +/- 20% |
|  | Flex replacement for standee – high quality | Rs. 1500/- | + VAT. +/- 10%. |
|  | A4 foam board – 5mm | Rs. 80/- | + VAT. +/ -10%. |
|  | A3 foam board – 5mm | Rs. 150/- | + VAT. +/-10%. |
|  | A2 foam board – 5mm | Rs. 300/- | + VAT. +/- 10%. |
|  | A1 foam board – 5mm | Rs. 600/- | + VAT. +/- 10%. |
|  | A0 foam board – 5mm | Rs. 1200/- | + VAT. +/- 10%. |
|  | Project envelopes – about A4 size – 3000 to 5000 | Rs. 2.70/- each | + VAT. +/-10%. |
|  | Project letterheads – about A4 size - 3000 to 5000 | Rs. 0.90/- each | + VAT. +/- 10%. |
|  | A5 size flyers – 1 lakh nos | Rs. 0.32/- each | + VAT. +/- 5%. |
|  | A5 size flyers – 2 lakh nos | Rs. 0.27/- each | + VAT. +/- 5%. |
|  | All projects 3 fold 6 pages flyer – 1 lakh | Rs. 1/- | + VAT. +/- 5%. |
|  | A4 size flyers– 1 lakh nos – 90 gsm | Rs. 0.73/- | + VAT. +/- 5%. |
|  | A4 size flyers – 2 lakh nos – 90 gsm | Rs. 0.71/- | + VAT. +/- 5%. |
|  | News paper size flyers – 1 lakh nos | Rs. 1.15/- | + VAT. +/- 5%. |
|  | News paper size flyers – 2 lakh nos | Rs. 0.95/- | + VAT. +/- 5%. |
|  | 10 Q&A 2 fold 4 pages flyer – 10K qty | Rs. 1.10/- | + VAT. +/- 5%. |
|  | FAQ 3 fold 6 pages flyer – 10K qty | Rs. 1.85/- | + VAT. +/- 5%. |
|  | A5 size flyers – 10,000 nos | Rs. 0.51/- | + VAT. +/- 5%. |
|  | A5 size flyers – 10,000 nos B&W | Rs. 0.35/- | + VAT. +/- 5%. |
|  | A4 size flyers – 10,000 nos | Rs. 1.05/- | + VAT. +/- 5%. |
|  | A4 size flyers – 10,000 nos B&W | Rs. 0.62/- | + VAT. +/- 5%. |
|  | 6 x 6 kiosk with printing | Rs. 4800/- | + VAT. +/- 5%. |
|  | Kiosk umbrella | Rs. 1600/- each | + VAT. +/- 5%. |
|  | Brochure about A4 size – 300 GSM - 1 fold 4 pages – 3000+ | Rs. 13.50/- | + VAT. +/- 5%. |
|  | Brochure about A4 size – 300 GSM - 2 fold 6 pages – 3000+ | Rs. 15.50/- each | + VAT. +/- 5%. |
|  | Brochure about A4 size – 170 GSM - 1 fold 4 pages – 3000+ | Rs. 3.76/- each | + VAT. +/- 5%. |
|  | Brochure about A4 size – 170 GSM - 2 fold 6 pages – 3000+ | Rs. 4.10/- each | + VAT. +/- 5%. |
|  | Brochure about A4 size – 90 GSM - 1 fold 4 pages – 10,000+ | Rs. 2.61/- each | + VAT. +/- 5%. |
|  | Brochure about A4 size – 90 GSM - 2 fold 6 pages – 10,000+ | Rs. 2.95/- each | + VAT. +/- 5%. |
|  | Flute board with printing 12” x 18” | Rs. 39/- each | + VAT. +/- 5%. |
|  | Flute board with luminous printing 12” x18” | Rs. 100/- sft | + VAT. +/- 5%. |
|  | Flute board with photo luminous printing 12” x18” | Rs. 475/-  | + VAT. +/- 5%. |
|  | Banner flex – 8 x 3 – inclusive of design charges | Rs. 300/- each | + VAT. +/- 5%. |
|  | MPIPL brown envelope – A4 size | Rs. 3.10/- | +/- 5%. |
|  | MPIPL white envelope – small size | Rs. 2.75/- | +/- 5%. |
|  | MPIPL carry bag – 500 nos | Rs. 30/- | + VAT. +/- 5%. |
|  | MPIPL folder – 500 nos | Rs. 20/- | + VAT. +/- 5%. |
|  | Chocolate box – 600 nos | Rs. 6/- each | -- |
|  | Sweet box – 500 nos | Rs. 6/- each | -- |
|  | Wall clock – 100+ | Rs. 86/- each | + VAT. +/- 5%. |
|  | Comic book | Rs. 45/-  | +/- 10%. |
|  | Drawing book | Rs. 10/- | +/- 10%. |
|  | Doll | Rs. 38/- | +/- 10%. |
|  | Toy car | Rs. 48/- | +/- 10%. |
|  | Printed plastic zip lock | Rs. 5/- | +/- 10%. |
|  | Crayons | Rs. 9/- | +/- 10%. |
|  | Toffees | Rs. 0.50/- | +/- 10%. |
|  | Lollipop  | Rs. 5/- per piece | +/- 10%. |
|  | Booking form – 50 pages 1+2 – 10 nos | Rs. 77.50/- | +/- 10%. |
|  | Receipt book– 50 pages 1+1 – 10 nos | Rs. 60/- | +/- 10%. |
|  | CIS Booklet 100 leaves. 2 side printing – 50 nos | Rs. 70/- | +/- 10%. |
|  | CDS Booklet – 100 leaves – 20 nos | Rs. 34/- | +/- 10%. |
|  | Remarks Pad– 100 leaves – 20 nos | Rs. 34/- | +/- 10%. |
|  | Slides artwork digital | Rs. 250/- each | -- |
|  | Slides artwork on glass | Rs. 400/- each | -- |
|  | Visiting cards good quality – credit card size | Rs. 280/- for 200 nos. | +/- 5%. |
|  | Pre printed site registers – 200 pages | Rs. 185 | +/- 5%. |
|  | ID cards printing - nos | Rs. 110/-  | +/- 5%. |
|  | Files printing – 100/200/500 nos | Rs. 15.50/14/12 per file | +/- 10%. |
|  | Tough bond - 15 gms | 50/- | +/- 5%. |
|  | Self sealed plastic covers | 0.78/- | +/- 10%. |
|  | Uniform pocket embroidery charges | 25/- |  |
|  | Uniform Shirting cloth (1.60 mtr per shirt) |  200/- per meter |  |
|  | Uniform pants cloth (1.30 mtr per pant) | 200/- per meter |  |
|  | Uniform jackets cloth (2 mtrs per jacket) | 250/- per meter |  |
|  | Uniform Sarees | Rs. 350/- |  |
|  | Uniform jacket stitching charges  | Rs. 1,000/- |  |

Design charges

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| --- | --- | --- |
|  | Artwork charges – 4 x 3 / 6 x 4 / 8 x 12 hoardings - new | Rs. 600/- |
|  | Artwork charges – 4 x 3 / 6 x 4 / 8 x 12 hoardings – alterations | Rs. 400/- |
|  | Artwork charges – new banner/ alterations | 400 / 200 |

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| --- | --- | --- | --- |
| Sl. no. | Item | Varna | V Green |
|  |  | New in INR | Adaptation in INR | New in INR | Adaptation in INR |
|  | Project logo | 10,000 | 5,000 | 7,500 | 1,000 |
|  | Brochure – per page | 2,500 | 1,250 | 2,000 | 1,000 |
|  | Envelope | 1,000 | 500 | 800 | 400 |
|  | Letter head | 1,000 | 500 | 800 | 400 |
|  | Booking forms | 1,000 | 500 | 750 | 400 |
|  | Receipt book | 500 | 250 | 500 | 250 |
|  | Plans | 4,000 | 2,000 | 1,000 | 750 |
|  | Other plans | 2,500 | 1,250 | 1,000 | 750 |
|  | Plan tracing/ corrections | 4,000 | 2,000 | 1,000 | 750 |
|  | Paper inserts |  |  |  |  |
|  | Single side – A5 | 3,000 | 1,500 | 2,000 | 750 |
|  | Front & back – A5 | 5,000 | 2,500 | 2,700 | 750 |
|  | Single side – A4 | 3,000 | 1,500 | 2,500 | 750 |
|  | Front & back – A4 | 7,000 | 2,500 | 3,300 | 750 |
|  | News paper size  |  |  |  |  |
|  | Banners upto 24 sft. |  |  |  |  |
|  | Banner Designing | 1,500 | 750 | 1,000 | 750 |
|  | Banner printing 8 x 3 | 400 |  | 240 |  |
|  | Hoarding/Display (above 24 sft) | 3,500 | 1,750 | 3,000 | 750 |
|  | 8 x 12 | 3,500 | 1,750 | 1,500 | 750 |
|  | 6 x 4 | 1,500 | 750 | 1,000 | 500 |
|  | Display board (foam) | 3,500 | 1,750 | 3,000 | 750 |
|  | A2/A3 poster | 3,500 | 1,750 | 1,000 | 750 |
|  | Standees | 3,000 | 1,500 | 750 | 750 |
|  | Help Desk/kiosk | 5,000 | 2,500 | 0 | 0 |
|  | Emailers | 4,000 | 2,000 | 3,000 | 750 |
|  | Invitation card & covers | 3,500 | 1,750 | 3,000 | 750 |
|  | Advertisements |  |  |  |  |
|  | Classified display ad (single column) | No art work charges – 5% discount |  | No art work charges – 10% discount |  |
|  | Display ad | No art work charges – 10% discount |  | No art work charges – 10% discount |  |
|  | Magazine ad desin | 3,500 | 1,750 | 4,000 | 750 |

Notes:

* 1. Ad agency must give TIFF files of all logos.
	2. TIFF files of brochures and flyers need not be insisted upon.
	3. TIFF files for banners, 6 x 4 & 8 x 12 hoardings may be asked for.
	4. Negotiate with print media for best deal and release the ad through ad agency.

Soham Modi