

Sub.: Guideline rates for promotions - Revised

Sl No.	Items	Guideline rates	Remarks
1.	Hoarding flex mounting charges	Rs. 3/- per sft	No ST. +/- 0.50 per sft
2.	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
3.	Letter heads – less than 500 nos	Rs. 1.50/-	+/- 5%
4.	Standee without flex - ordinary	Rs. 1000/- each	+/- 20%
5.	Standee with flex – good quality	Rs. 2500/-	+/- 20%
6.	Flex replacement for standee – high quality	Rs. 1500/-	+ VAT. +/- 10%.
7.	A4 foam board – 5mm	Rs. 80/-	+ VAT. +/- 10%.
8.	A3 foam board – 5mm	Rs. 150/-	+ VAT. +/- 10%.
9.	A2 foam board – 5mm	Rs. 300/-	+ VAT. +/- 10%.
10.	A1 foam board – 5mm	Rs. 600/-	+ VAT. +/- 10%.
11.	A0 foam board – 5mm	Rs. 1200/-	+ VAT. +/- 10%.
12.	Project envelopes – about A4 size – 3000 to 5000	Rs. 2.70/- each	+ VAT. +/- 10%.
13.	Project letterheads – about A4 size - 3000 to 5000	Rs. 0.90/- each	+ VAT. +/- 10%.
14.	A5 size flyers – 1 lakh nos	Rs. 0.32/- each	+ VAT. +/- 5%.
15.	A5 size flyers – 2 lakh nos	Rs. 0.27/- each	+ VAT. +/- 5%.
16.	All projects 3 fold 6 pages flyer – 1 lakh	Rs. 1/-	+ VAT. +/- 5%.
17.	A4 size flyers– 1 lakh nos – 90 gsm	Rs. 0.73/-	+ VAT. +/- 5%.
18.	A4 size flyers – 2 lakh nos – 90 gsm	Rs. 0.71/-	+ VAT. +/- 5%.
19.	News paper size flyers – 1 lakh nos	Rs. 1.15/-	+ VAT. +/- 5%.
20.	News paper size flyers – 2 lakh nos	Rs. 0.95/-	+ VAT. +/- 5%.
21.	10 Q&A 2 fold 4 pages flyer – 10K qty	Rs. 1.10/-	+ VAT. +/- 5%.
22.	FAQ 3 fold 6 pages flyer – 10K qty	Rs. 1.85/-	+ VAT. +/- 5%.
23.	A5 size flyers – 10,000 nos	Rs. 0.51/-	+ VAT. +/- 5%.
24.	A5 size flyers – 10,000 nos B&W	Rs. 0.35/-	+ VAT. +/- 5%.
25.	A4 size flyers – 10,000 nos	Rs. 1.05/-	+ VAT. +/- 5%.
26.	A4 size flyers – 10,000 nos B&W	Rs. 0.62/-	+ VAT. +/- 5%.
27.	6 x 6 kiosk with printing	Rs. 4800/-	+ VAT. +/- 5%.
28.	Kiosk umbrella	Rs. 1600/- each	+ VAT. +/- 5%.
29.	Brochure about A4 size – 300 GSM - 1 fold 4 pages – 3000+	Rs. 13.50/-	+ VAT. +/- 5%.
30.	Brochure about A4 size – 300 GSM - 2 fold 6 pages – 3000+	Rs. 15.50/- each	+ VAT. +/- 5%.
31.	Brochure about A4 size – 170 GSM - 1 fold 4 pages – 3000+	Rs. 3.76/- each	+ VAT. +/- 5%.
32.	Brochure about A4 size – 170 GSM - 2 fold 6 pages – 3000+	Rs. 4.10/- each	+ VAT. +/- 5%.
33.	Brochure about A4 size – 90 GSM - 1 fold 4 pages – 10,000+	Rs. 2.61/- each	+ VAT. +/- 5%.
34.	Brochure about A4 size – 90 GSM - 2 fold 6 pages – 10,000+	Rs. 2.95/- each	+ VAT. +/- 5%.
35.	Flute board with printing 12” x 18”	Rs. 39/- each	+ VAT. +/- 5%.

36.	Flute board with luminous printing 12" x 18"	Rs. 100/- sft	+ VAT. +/- 5%.
37.	Flute board with photo luminous printing 12" x 18"	Rs. 475/-	+ VAT. +/- 5%.
38.	Banner flex – 8 x 3 – inclusive of design charges	Rs. 300/- each	+ VAT. +/- 5%.
39.	MPIPL brown envelope – A4 size	Rs. 3.10/-	+/- 5%.
40.	MPIPL white envelope – small size	Rs. 2.75/-	+/- 5%.
41.	MPIPL carry bag – 500 nos	Rs. 30/-	+ VAT. +/- 5%.
42.	MPIPL folder – 500 nos	Rs. 20/-	+ VAT. +/- 5%.
43.	Chocolate box – 600 nos	Rs. 6/- each	--
44.	Sweet box – 500 nos	Rs. 6/- each	--
45.	Wall clock – 100+	Rs. 86/- each	+ VAT. +/- 5%.
46.	Comic book	Rs. 45/-	+/- 10%.
47.	Drawing book	Rs. 10/-	+/- 10%.
48.	Doll	Rs. 38/-	+/- 10%.
49.	Toy car	Rs. 48/-	+/- 10%.
50.	Printed plastic zip lock	Rs. 5/-	+/- 10%.
51.	Crayons	Rs. 9/-	+/- 10%.
52.	Toffees	Rs. 0.50/-	+/- 10%.
53.	Lollipop	Rs. 5/- per piece	+/- 10%.
54.	Booking form – 50 pages 1+2 – 10 nos	Rs. 77.50/-	+/- 10%.
55.	Receipt book– 50 pages 1+1 – 10 nos	Rs. 60/-	+/- 10%.
56.	CIS Booklet 100 leaves. 2 side printing – 50 nos	Rs. 70/-	+/- 10%.
57.	CDS Booklet – 100 leaves – 20 nos	Rs. 34/-	+/- 10%.
58.	Remarks Pad– 100 leaves – 20 nos	Rs. 34/-	+/- 10%.
59.	Slides artwork digital	Rs. 250/- each	--
60.	Slides artwork on glass	Rs. 400/- each	--
61.	Visiting cards good quality – credit card size	Rs. 280/- for 200 nos.	+/- 5%.
62.	Pre printed site registers – 200 pages	Rs. 185	+/- 5%.
63.	ID cards printing - nos	Rs. 110/-	+/- 5%.
64.	Files printing – 100/200/500 nos	Rs. 15.50/14/12 per file	+/- 10%.
65.	Tough bond - 15 gms	50/-	+/- 5%.
66.	Self sealed plastic covers	0.78/-	+/- 10%.
67.	Uniform pocket embroidery charges	25/-	
68.	Uniform Shirting cloth (1.60 mtr per shirt)	200/- per meter	
69.	Uniform pants cloth (1.30 mtr per pant)	200/- per meter	
70.	Uniform jackets cloth (2 mtrs per jacket)	250/- per meter	
71.	Uniform Sarees	Rs. 350/-	
72.	Uniform jacket stitching charges	Rs. 1,000/-	

Design charges

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

Sl. no.	Item	Varna		V Green	
		New in INR	Adaptation in INR	New in INR	Adaptation in INR
1.	Project logo	10,000	5,000	7,500	1,000
2.	Brochure – per page	2,500	1,250	2,000	1,000
3.	Envelope	1,000	500	800	400
4.	Letter head	1,000	500	800	400
5.	Booking forms	1,000	500	750	400
6.	Receipt book	500	250	500	250
7.	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
8.	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				
9.	Banners upto 24 sft.				
	Banner Designing	1,500	750	1,000	750
	Banner printing 8 x 3	400		240	
10.	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
11.	Standeers	3,000	1,500	750	750
12.	Help Desk/kiosk	5,000	2,500	0	0
13.	Emailers	4,000	2,000	3,000	750
14.	Invitation card & covers	3,500	1,750	3,000	750
15.	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