

**FORM – B**  
**APPLICATION FORM FOR ADVERTISEMENT IN**  
**INDIA TOUR OPERATORS' MANUAL 2023-24**

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

GST Number \_\_\_\_\_

Advertisement details: Size \_\_\_\_\_ Colour \_\_\_\_\_ B & W \_\_\_\_\_

Bleed \_\_\_\_\_ Non-Bleed \_\_\_\_\_

Headlines/Caption: \_\_\_\_\_

Material Enclosed: \_\_\_\_\_

Payment Details: Enclosed is Cheque/Draft No. \_\_\_\_\_ Dated \_\_\_\_\_ for Rs. \_\_\_\_\_

I /We have read the rules and regulations and undertake to abide by them.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**With Office Seal**

**INDIA TOUR OPERATORS' MANUAL 2023-24**

IATO is pleased to announce its annual publication of “**INDIA TOUR OPERATORS' MANUAL**”, coinciding with the 38<sup>th</sup> IATO Annual Convention, which will be released during the inaugural function. Over the years, the manual has become increasingly popular as a reference publication as well as an important advertising medium for the industry in India and overseas. We invite you to advertise in this publication.

**1. ADVERTISEMENT TARIFF (Inclusive of GST)**

**Colour (4 colour only)**

- |                                |              |
|--------------------------------|--------------|
| • Back Cover                   | Rs. 295000/- |
| • Inside Cover (back or front) | Rs. 177000/- |
| • Full Page Colour Inside      | Rs. 47200/-  |

**Black and White**

- |                           |             |
|---------------------------|-------------|
| • Full Page Black & White | Rs. 35400/- |
| • Half Page Black & White | Rs. 17700/- |

\* 25% extra for fixed positive and bleed adds.

**2. SIZE SPECIFICATION**

- |                           | <u>Height</u> | X | <u>Width</u> |
|---------------------------|---------------|---|--------------|
| • Full Page Non Bleed :   | 25 cms        | X | 17.5 cms     |
| • Full page Bleed:        | 29 cms        | X | 22.5 cms     |
| • Trim Size:              | 28 cms        | X | 21.5 cms     |
| • Half Page (Horizontal): | 12.1 cms      | X | 17.5 cms     |
| • Half Page (Vertical) :  | 25 cms        | X | 8.3 cms      |

**3. DEADLINE FOR MATERIAL: 9<sup>th</sup> September, 2023**

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