



Industry is going through a challenging period and business development has been disrupted by unforeseen global factors, including the impact of COVID-19. In such a situation, businesses need to tap every avenue for accessing new opportunities and minimizing adverse impacts.

The CII Directory of Members would enable industry to connect to invisible customers and create new business development opportunities. This is a business resource sought by every corporate and increases discoverability and brand reputation of organisations.

On the occasion of CII's 125 years of service to the nation, CII is proud to launch the Special Edition of the CII Directory of Members.

## ADVERTISING OPTIONS & RATES

Ad Option	-	Rates*	
		Member	Non-Member
1. Inside page full (Black & White)	-	Rs 50,000	Rs 55,000
2. Inside page full (Color)	-	Rs 80,000	Rs 88,000
3. Inside page half (Black & White)	-	Rs 25,000	Rs 27,500
4. Inside page half (Color)	-	Rs 40,000	Rs 44,000
5. Back Cover (Color)	-	Rs 5,00,000	Rs 5,50,000
6. Inside Back Cover (Color)	-	Rs 2,50,000	Rs 2,75,000
7. Page facing Inside Back Cover (Color)	-	Rs 2,00,000	Rs 2,20,000
8. Back side of Page facing Inside Back Cover	-	Rs 2,00,000	Rs 2,20,000
9. Front Inside Cover (Color)	-	Rs 3,00,000	Rs 3,30,000
10. Page facing Front Inside Cover (Color)	-	Rs 2,50,000	Rs 2,75,000
11. Back Side of Page Facing Front Inside Cover	-	Rs 2,00,000	Rs 2,20,000
12. Initial Page Ad full (Color)	-	Rs 1,50,000	Rs 1,65,000
13. Bookmark (Color)	-	Rs 2,00,000	Rs 2,20,000
14. Centrespread with Bookmark (Color)	-	Rs 5,00,000	Rs 5,50,000
15. Highlighted Entry	-	Rs 10,000	NA
16. Promotional Video QR Code	-	Rs 5,000	NA
17. Promotional Brochure QR Code	-	Rs 5,000	NA
18. Company Website QR Code	-	Rs 5,000	NA

\* Tax applicable as per GST rate - 18%.

## SPECIFICATIONS

- Size of the Directory is US Letter – 8.5” x 11”
- Number of Pages in Directory – 700+
- Number of Membership Records – 9000+
- Full Page Advertisement Size with Bleed – 8.5” (width) x 11” (height) (+4 mm bleed)
- Full Page Advertisement Size Non-Bleed – 7” (width) x 9.5” (height)
- Half Page Advertisement Size with Bleed – 8.5” (width) x 5.5” (height) (+4 mm bleed)
- Half Page Advertisement Size Non-Bleed – 7.25” (width) x 4.5” (height)
- Bookmark Size – 3.25” (width) x 7” (height)

## TERMS

- The new edition of the CII Directory of Members is scheduled to be published by December 2020.
- Advertising opportunities in the CII Membership Directory are available to Members and select non-Member organizations. CII reserves the right to accept advertisement order from non-member organisations.
- The submission of order form by the Company / Organization shall constitute a firm order.
- Order will be accepted provided it is received along with Cheque /Draft / Online Payment Transfer for the full amount in advance, payable to the CONFEDERATION OF INDIAN INDUSTRY. Advertisement in the Directory is not guaranteed unless this condition is fulfilled.
- Advertisers can also remit the payment through Online Bank Transfer in favour of CONFEDERATION OF INDIAN INDUSTRY, New Delhi. Overseas advertisers can remit the payment in USD of equivalent to amount in Indian Rupees.
- Ad Options – 5, 6, 7, 8, 9, 10, 11 and 14 are one in number. They will be booked on first-come, first-served basis. Ad Option 12 will appear in the beginning of the Directory after the content page and before the start of listing of member company starting with A alphabet. Maximum Initial Page Ad would be 15 in number.
- Two bookmarks are available in the directory for advertisers to grab. One bookmark is available along with Centrespread Ad.
- Inside page ads will be placed in the alphabetical order when the listing of member company starts, i.e. advertisers name starting with A alphabet, will be placed just before the start of member company listing with A alphabet. Similarly, advertisers name starting with B alphabet, will be placed just before the start of member company listing with B alphabet and so on.
- Rates shown are payable strictly net, without deduction of discount or agency commission.
- Complimentary copy of Directory to advertisers are applicable to Ad Options 1 to 14.
- **Ad Options highlighted in Red have been blocked and sold.**
- Advertisement material should be submitted in high resolution PDF format in the following sizes:
  - Size of the Directory is US Letter – 8.5” x 11”
  - Number of Pages in Directory – 700+
  - Number of Membership Records – 9000+
  - Full Page Advertisement Size with Bleed – 8.5” (width) x 11” (height) (+4 mm bleed)
  - Full Page Advertisement Size Non-Bleed – 7” (width) x 9.5” (height)
  - Half Page Advertisement Size with Bleed – 8.5” (width) x 5.5” (height) (+4 mm bleed)
  - Half Page Advertisement Size Non-Bleed – 7.25” (width) x 4.5” (height)
  - Bookmark Size – 3.25” (width) x 7” (height)

- High resolution PDF or open file with fonts & links should be provided for publication. File should be CMYK. For bleed advt, bleed should be 3mm from all sides. For double spread and Centre spread advts, there should be no running text in the gutter area (center of the advt).
- 18% GST applicable on rates.
- Last date of submission of advertisement material is 31st May 2020.

## BANK DETAILS

### CII DETAILS

Name	:	CONFEDERATION OF INDIAN INDUSTRY
Address	:	23, Institutional Area, Lodhi Road, New Delhi -110003
Pan No.	:	AAATC0188R
GST No.	:	07AAATC0188R1ZB
TIN NO	:	07850377383

### LOCAL TRANSFER

Account number	:	52205035775
Bank name	:	STANDARD CHARTERED BANK
Address	:	23 Barakhamba Road, Narain Manzil, New Delhi -110001
IFSC code	:	SCBL0036020
MICR Code	:	110036002

### FROM OVERSEAS

Account number	:	52205035775
Bank name	:	Standard Chartered Bank
Address	:	23 Barakhamba Road, Narain Manzil, New Delhi -110001
SWIFT code	:	SCBLINBB DEL
IBAN no for GBP	:	GB42SCBL60910451997017
IBAN for EUR	:	DE18512305000018506203
ABA NUMBER (USD)	:	026002561
Sort Code of SCB London	:	609104

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