

➤ Rate Card ◀

Pathway Publication Services, India's largest Property Guide & Educational Directories Publisher brings you a unique Delhi & NCR Property Guide-2011 to assist the Temporary & Permanent residents of Delhi & NCR in making major decisions related to investments, home and commercial solutions in Real Estate.

The Guide has been designed in such a manner to assist and facilitate individuals & organizations to be able to make right decisions related to their investments, home and commercial solutions in Real Estate in Delhi & NCR along with various service providers related to products & services in property development, maintenance & management.

This is part of Pathway Group's endeavor to keep the community of Delhi & NCR more aware related to various developments & growth taking place within the city & surroundings. The Delhi & NCR Property Guide – 2011 will be launched in 1st week of October 2011, the guide will have maximum reach, and the guide will maintain its presence throughout the year in and around Delhi & NCR city and district.

The Rates for placing your Colour Advertisements is as mentioned below:

	(Size)	(Rate in Rupees)
Front Page Gate Fold Cover (Double Spread Colour):	40.50 × 28 cm	2,00,000/-
Front Page Inside Cover (Full Page Colour):	18.50 × 25 cm	1,00,000/-
Opp. Front Inside (Full Page Colour):	18.50 × 25 cm	1,20,000/-
Back Page Cover (Full Page Colour):	19 × 26 cm	1,50,000/-
Back Page Inside Cover (Full Page Colour):	18.50 × 25 cm	80,000/-
Opp. Back Inside (Full Page Colour):	18.50 × 25 cm	80,000/-
Opp. Message Page (Full Page Colour):	18.50 × 25 cm	80,000/-
Opp. Content Page (Full Page Colour):	18.50 × 25 cm	80,000/-
Full Page Colour:	18.50 × 25 cm	50,000/-
Half Page Colour:	12.50 × 18.50 cm	30,000/-
Quarter page Colour:	8.50 × 12.50 cm	20,000/-

For Advt. Bookings Contact:

0937 725 6599 • 0989 850 6526 • 0955 880 9811

Note: All advertisement material (in CDR format with CONVERT to CURVE or JPEG Format in min. 300 dpi. (along with the release order and Cheque / DD in favour of Pathway Publication Services, payable at Ahmedabad should reach on an or before 31st August 2011.

Corporate Office: 21-23, 2nd floor, Sukhshine Complex, 8, Sunrise Park, opp. Himalaya Mall, Off-Drive-in Road, Ahmedabad - 380 054 Gujarat. **Phone:** (079) 4023 2323, 3017 7440

E-Mail: info@pathwaydirectory.com, info@pathwaypublication.com

www.pathway.net.in • www.pathwaydirectory.com



PATHWAY DELHI & NCR PROPERTY GUIDE

Feature Benefit Analysis

Sr.	Features	Benefits To You
1	Content rich Property Guide of various details related to investments in real estate, home & commercial solutions and complete real estate solutions along with comprehensive Listing of all kinds of vendors & support service providers related to pre & post purchase of the real estate and giving a whole lot of information relevant to the field of real estate, required by individuals everywhere.	A powerful media platform to aim your strategic advertisements to a huge targeted group which matters to you, across different sectors of real estate in Delhi & NCR and thereby enhancing the possibilities of vastly increasing your business in this area.
2	Minimum 3,00,000 copies will be circulated across Delhi & NCR & other metros as well as state capitals in India.	Your Ad in the directory will hit clearly defined targets who will be interested in availing your specialised services.
3	There will be a minimum readership of 3 Million over a period of one year.	Your communication of your Services will reach 3 million plus readers, thereby giving you tremendous mileage.
4	Every upcoming real estate project in the region will have reference copies.	Your communication will be read by a wide cross-section of the Real Estate community.
5	A large number of families in the region will own atleast one copy each.	Your communication will be read by many & spread around by word of mouth publicity, thus giving you additional depth & mileage.
6	The directory will be sold through Leading Book Stalls, Newspaper/Magazine Stalls, etc.	Your communication will reach your target audience on a continuous basis through a full year, ensuring maximum mileage to you.
7	The directory will be sold through various Exhibitions, Road Shows, related to Property & Real Estate.	Your communication will reach people to whom your product/service also matters a lot.
8	Pathway Property Guides are a major success among the fastest developing communities across the country.	You will be advertising in a Guide which is in high demand. Your 100% Return On Investment (ROI) will be within a few weeks of the directories hitting the market.
9	Pathway Property Guides would be promoted by both online & offline mediums to provide you maximum visibility.	Visibility through online & offline mediums will help your organization in branding in specific manner.
10	Pathway Group has been in the Educational & Developmental Services Business since a decade.	You are dealing with a company committed to providing services to the educational & developmental community and which has real experience in this field.



Cost Benefit Analysis

Sr.	Cost (Rs.)	Size of Ad	Color/Style of Ad	Readership	Cost/reader (p)	R/O (p)
1	200000	Front Page Gate Fold Cover	Double Spread - Colour	3000000	0.067	0.13
2	100000	Front Page Inside Cover	Full Page Colour	3000000	0.033	0.08
3	120000	Opposite Front Inside	Full Page Colour	3000000	0.040	0.08
4	150000	Back Page Cover	Full Page - Colour	3000000	0.050	0.09
5	80000	Back Page Inside Cover	Full Page - Colour	3000000	0.027	0.08
6	80000	Opp. Back Inside Cover	Full Page - Colour	3000000	0.027	0.06
7	80000	Opp. Message Page	Full Page - Colour	3000000	0.027	0.06
8	80000	Opp. Content Page	Full Page - Colour	3000000	0.027	0.06
9	50000	Full Page	Colour	3000000	0.017	0.04
10	30000	Half Page	Colour	3000000	0.010	0.02
11	20000	Quarter Page	Colour	3000000	0.007	0.01



RETURN ON YOUR INVESTMENT - At Conservative Estimates

Sr.	Ad size	Cost	Reach	Hit Rate	No. of enquiries possible	Revenue/unit (Fill your Fig here)	Value of Enquiries	Conversion probability	Revenue possible	ROI %age
1	Front Page Gate Fold Cover	200000	3000000	2%	60000	100000	6000000000	1.0%	60000000	30000
2	Front Page Inside Cover	100000	3000000	0.75%	22500	100000	2250000000	1.0%	22500000	22500
3	Opp. Front Inside Cover Page	120000	3000000	0.75%	22500	100000	2250000000	1.0%	22500000	18750
4	Back Page Cover	150000	3000000	1%	24000	100000	2400000000	1.0%	24000000	16000
5	Back Page Inside Cover	80000	3000000	0.75%	22500	100000	2250000000	1.0%	22500000	28125
6	Opp. Back Inside Cover Page	80000	3000000	0.6%	18000	100000	1800000000	1.0%	18000000	22500
8	Opp. Message Page	80000	3000000	0.6%	18000	100000	1800000000	1.0%	18000000	22500
9	Opp. Content Page	80000	3000000	0.6%	18000	100000	1800000000	1.0%	18000000	22500
10	Full Page	50000	3000000	0.3%	9000	100000	900000000	1.0%	9000000	18000
11	Half Page	30000	3000000	0.1%	3000	100000	300000000	1.0%	3000000	10000
12	Quarter Page	20000	3000000	0.05%	1500	100000	150000000	1.0%	1500000	7500