

➤ 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:

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|--|------------------|------------------|
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| Opp. Message Page (Full Page Colour): | 18.50 × 25 cm | 80,000/- |
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| Half Page Colour: | 12.50 × 18.50 cm | 30,000/- |
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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 |
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| 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 |