



PATHWAY VADODARA 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 Vadodara region and thereby enhancing the possibilities of vastly increasing your business in this area.
2	Minimum 1,00,000 copies will be circulated across Vadodara & other major cities of Gujarat State.	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 1 Million over a period of one year.	Your communication of your Services will reach 1 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.



VADODARA PROPERTY GUIDE - 2011



➤ Rate Card ◀

Pathway Publication Services, Gujarat's only and India's largest Property Guide & Educational Directories Publisher brings you a unique Vadodara Property Guide-2011 to assist the Temporary & Permanent residents of Vadodara 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 Vadodara 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 Vadodara more aware related to various developments & growth taking place within the city & surroundings. The Vadodara Property Guide – 2011 will be launched in 1st week of August, 2011, the guide will have maximum reach, and the guide will maintain its presence throughout the year in and around Vadodara 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	75,000/-
Front Page Inside Cover (Full Page Colour):	18.50 × 25 cm	50,000/-
Opp. Front Inside (Full Page Colour):	18.50 × 25 cm	50,000/-
Back Page Cover (Full Page Colour):	19 × 26 cm	50,000/-
Back Page Inside Cover (Full Page Colour):	18.50 × 25 cm	35,000/-
Opp. Back Inside (Full Page Colour):	18.50 × 25 cm	35,000/-
Opp. Message Page (Full Page Colour):	18.50 × 25 cm	35,000/-
Opp. Content Page (Full Page Colour):	18.50 × 25 cm	35,000/-
Full Page Colour:	18.50 × 25 cm	20,000/-
Half Page Colour:	12.50 × 18.50 cm	12,000/-
Quarter page Colour:	8.50 × 12.50 cm	7,000/-

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 30th June 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



Cost Benefit Analysis

Sr.	Cost (Rs.)	Size of Ad	Color/Style of Ad	Readership	Cost/reader (p)	R/O (p)
1	75,000	Front Page Gate Fold Cover	Double Spread - Colour	1000000	0.075	0.13
2	50,000	Front Page Inside Cover	Full Page Colour	1000000	0.050	0.08
3	50,000	Opposite Front Inside	Full Page Colour	1000000	0.050	0.08
4	50,000	Back Page Cover	Full Page - Colour	1000000	0.050	0.09
5	35,000	Back Page Inside Cover	Full Page - Colour	1000000	0.035	0.08
6	35,000	Opp. Back Inside Cover	Full Page - Colour	1000000	0.035	0.06
7	35,000	Opp. Message Page	Full Page - Colour	1000000	0.035	0.06
8	35,000	Opp. Content Page	Full Page - Colour	1000000	0.035	0.06
9	20,000	Full Page	Colour	1000000	0.020	0.04
10	12,000	Half Page	Colour	1000000	0.012	0.02
11	7000	Quarter Page	Colour	1000000	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	75,000	1000000	2%	20000	100000	2000000000	1.0%	20000000	26667
2	Front Page Inside Cover	50,000	1000000	0.75%	7500	100000	750000000	1.0%	7500000	15000
3	Opp. Front Inside Cover Page	50,000	1000000	0.75%	7500	100000	750000000	1.0%	7500000	15000
4	Back Page Cover	50,000	1000000	1%	8000	100000	800000000	1.0%	8000000	16000
5	Back Page Inside Cover	35,000	1000000	0.75%	7500	100000	750000000	1.0%	7500000	21429
6	Opp. Back Inside Cover Page	35,000	1000000	0.6%	6000	100000	600000000	1.0%	6000000	17143
8	Opp. Message Page	35,000	1000000	0.6%	6000	100000	600000000	1.0%	6000000	17143
9	Opp. Content Page	35,000	1000000	0.6%	6000	100000	600000000	1.0%	6000000	17143
10	Full Page	20,000	1000000	0.3%	3000	100000	300000000	1.0%	3000000	15000
11	Half Page	12,000	1000000	0.1%	1000	100000	100000000	1.0%	1000000	8333
12	Quarter Page	7,000	1000000	0.05%	500	100000	50000000	1.0%	500000	7143