



FSAI JOURNAL will provide latest and updated information on products and technologies from the world-over on fire protection, life safety, loss prevention, risk management, surveillance, security, cyber security, building automation and so on, issue-after-issue!

SO, BE THERE! ENSURE YOUR PRESENCE!!

To be launched 5th October 2015 during Fire India 2015 at New Delhi

FSAI has already constituted an **EDITORIAL BOARD**, consisting of eminent professionals from fire and security sectors, for ensuring high quality contents. They are –



Pankaj Dharkar



Rajan Luthra



Sandeep Goel



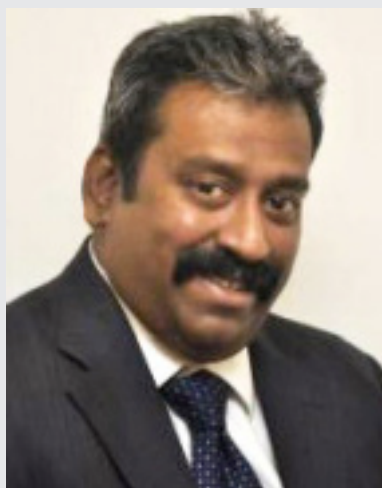
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Ajit Raghavan

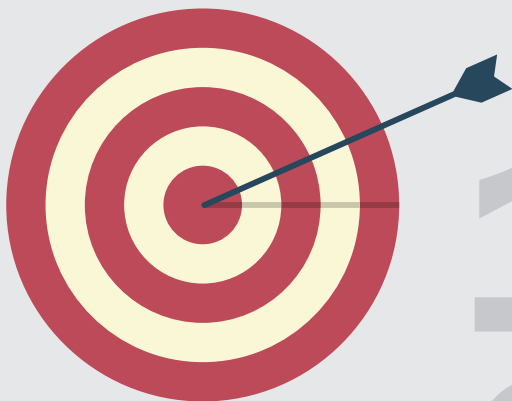


Iswar Iyer



**INTRODUCTORY
OFFER** for advertisers!

triple
BENEFITS AND MORE



1

SPECIAL
INTRODUCTORY TARIFF!!

2

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ABSOLUTELY FREE!!!

3

CONSTANT
PRESENCE IN FSAI JOURNAL!

+

HYPERLINK
TO THE WEBSITE, FREE OF COST!!

PSAI Journal

ADVERTISING OPTIONS

| POSITION | REGULAR TARIFF* | INTRODUCTORY TARIFF* | EFFECTIVE TARIFF* |
|-------------------------|--------------------|-------------------------|----------------------|
| Half Page Colour | 20,000 | 17,000 | 15,000 |
| Full Page Colour | 27,500 | 23,500 | 20,000 |
| Bookmark (both sides) | 40,000 | 34,000 | 29,000 |
| Front Inside Title Page | 55,000 | 47,000 | 40,500 |
| Back Inside Title Page | 45,000 | 38,000 | 32,500 |
| Back Title Page | 70,000 | 60,000 | 50,000 |
| Double Spread | 50,000 | 42,500 | 36,500 |
| Tag Ad (single) | 35,000 | 30,000 | 26,000 |
| Tag Ad (double) | 60,000 | 51,000 | 44,000 |
| Front Gatefold | 80,000 | 68,000 | 58,500 |
| Back Gatefold | 60,000 | 51,000 | 44,000 |

* Exclusive of Taxes, as applicable

NOTES:

- The special rates are applicable on a direct release basis
- Tailor-made options for advertising can be worked-out on request
- The advertisement in JPEG format will be uploaded on the magazine website, **free of cost**, for each insertion
- Hyperlink to advertiser's website will also be provided, **free of cost** from the uploaded advertisement

SPECIFICATIONS (MM)

| POSITION | PRINT AREA | TRIM AREA | BLEED AREA |
|------------------------|------------|-----------|------------|
| Full Page Colour | 190 x 280 | 210 x 300 | 220 x 310 |
| Double Spread | 400 x 280 | 420 x 300 | 430 x 310 |
| Gatefold | 380 x 280 | 400 x 300 | 410 x 310 |
| Bookmark | 70 x 200 | 70 x 200 | 70 x 200 |
| Half Page (Horizontal) | 180 x 125 | 180 x 125 | 180 x 125 |
| Half Page (Vertical) | 105 x 260 | 105 x 260 | 105 x 260 |

- All inside pages are printed on 130 GSM glossy art paper with four colour printing
- Tag Ads & Bookmarks are printed on 210 GSM glossy art card with four colour printing on both the sides
- Title page ads/Gatefolds are printed on 300 GSM glossy art card with four colour printing and glossy lamination on one side
- Artwork to be provided either as high resolution (600 dpi) TIFF/JPEG file or AI/EPS/PDF file, in pre-press format either on CD or to be uploaded on FTP server
- Gutter Margin of 25 mm required on either sides for clear visibility of content
- Avoid running text matter in the centre for Double Spread ads

For more information, write to

Mr. Kamal Khokhani

SAKARR PUBLICATIONS

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