



## NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT

Regd. Office : 45, Jhowtala Road, 1st Floor, Kolkata - 700 019

Address for Communication : Southend Conclave, Tower Block (3rd Floor),

1582, Rajdanga Main Road, Kolkata - 700 107

Phone : (033) 2441 7254 / 7255 / 7253 Fax : 91-033-2441 7256

E-mail : nipm@cal2.vsnl.net.in Website : www.nipm.in

### ADVERTISEMENT TARIFF (w.e.f. 1<sup>st</sup> January, 2011)

Take your business around the world  
Advertise in  
**PERSONNEL TODAY**  
(Quarterly Journal)]

Advertisement Rates (in Rupees)	PER ISSUE	ONE YEAR (4 ISSUES)
Back Cover (Colour)	25000	80000
Inside Covers (Colour) (2 <sup>nd</sup> & 3 <sup>rd</sup> )	18000	65000
Full Page (B/W) (Colour)	10000 15000	35000 55000
Half Page (B/W) (Colour)	6500 9000	22000 35000

**Circulation** A minimum of about **6000** print out copies in each quarter circulated throughout India covering **52 Chapters of NIPM** and also various Management Institutes in India as well as abroad.

**Mode of Payment** The payment to be made by Bank Draft in favour of “**National Institute of Personnel Management**” payable at **Kolkata** in Indian Rupees.

**Mechanical Data**

- \* Size of Journal 27 cm X 18 cm (vertical)
- \* Print Area Full Page - 21 cm X 15 cm (vertical)  
Half Page-10.5 cm X 15 cm (oblong) or  
21 cm X 7.5 cm (vertical)
- \* Printing Process Photo Offset
- \* Materials accepted Positives, Artworks, Artpull in good condition without any fold and/or dent
- \* Screen used Maximum 85 Screen

-----