



The most comprehensive and up-to-date directory and yearbook on Indian banking technology

Indian
Infrastructure

BANKING TECHNOLOGY

Directory and Yearbook 2015

Contents

The India Infrastructure Banking Technology Directory and Yearbook 2015 will be the most comprehensive and up-to-date directory and yearbook on the segment.

The Yearbook section will present the latest information and key trends relating to the banking network in India, recent developments, current status of technology deployment, areas of IT focus and future outlook. This section, rich with data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading banking organisations – branch network, key divisions, operating figures (revenues/employees), other areas of business, subsidiaries, etc. It will also list the top managers and key IT officials. The Directory will also cover all leading organisations involved with banking technology – technology providers, hardware manufacturers, service providers, etc.

This information will be classified in distinct sections (illustrative list):

- ❖ Key government / regulatory agencies
- ❖ Public sector banks
- ❖ Private sector banks
- ❖ Foreign banks
- ❖ Leading cooperative banks
- ❖ Hardware manufacturers
- ❖ Core banking software / technology providers
- ❖ System integrators
- ❖ IT consultants
- ❖ ATMs and related services
- ❖ Smart cards
- ❖ Mobile banking
- ❖ Electronic payment systems
- ❖ Data centre
- ❖ Document process automation
- ❖ CRM and analytics
- ❖ Communications
- ❖ Security and surveillance
- ❖ Industry associations
- ❖ Research & training organisations
- ❖ Etc.

Circulation and Readership

The circulation will exceed 3,000, with a total readership of over 30,000. In addition to paid subscriptions, the directory will be mailed to the top decision-makers and influencers in the Indian banking sector, with the compliments of India Infrastructure.

A special effort will be made to market the directory to system integrators, leading technology providers, hardware manufacturers, service providers, industry consultants, etc. The publication will be heavily promoted in *Indian Infrastructure* magazine and at important industry events.

Advertising Rates

The key ad rates are as follows:

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	2,20,000	5,280
Special positions (First 50 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

(Plus 12.36 per cent service tax)

The positions will be offered on a first come, first served basis.

Technical Specifications for Advertisements

Final size of the Directory (finished size) : 210mm x 273mm

Non-bleed ad size (within the print area) : 190mm x 253mm

Bleed size (3 mm extra from all sides over and above the finished size) : 216mm x 279mm

Artwork Preference: Print-ready .pdf format – CMYK, or Tiff files with minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

Previous advertisers: Gunnebo, HP Networking, Check Point Software Technologies, Cisco Systems Inc., Delta India Electronics, Emerson Network Power, Godrej & Boyce, Hitachi Data Systems, Inspira, etc.

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