

# tele.net Telecom Directory and Yearbook 2014-15



The most comprehensive and up-to-date directory  
and yearbook on the Indian telecom sector

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## 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 with the compliments of *tele.net* to the top decision-makers and influencers in the Indian telecom sector – operators, infrastructure providers and policymakers in the government, regulatory agencies, industry associations, etc. A special effort will be made to market the directory to leading technology providers, equipment manufacturers, VAS marketers, sector consultants, etc. The publication will be heavily promoted in *tele.net* magazine and at important industry events.

The Directory will be of tremendous reference value and have a shelf life of at least one year. The printing, production and paper quality will be of the highest standards. It will provide an excellent platform for telecom sector organisations to showcase their products and services or highlight their achievements and contribution to the sector.



## Contents

The Yearbook will provide the latest information on the Indian telecom sector – on the wireless, wireline and broadband segments. It will also outline the key trends and issues, presenting the current status and the road ahead. This section, rich in 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 telecom sector organisations – their areas of business, product/service offerings, key operating units, subsidiaries, etc. It will also list the top managers and officials. This information will be classified in distinct sections like:

- ❖ Ministries and departments (MoCIT, DoT, DeitY, WPC, USOF, TEC, etc.)
- ❖ Regulatory agencies
- ❖ Wireless operators
- ❖ Wireline operators
- ❖ Internet service providers
- ❖ Long distance service providers
- ❖ Managed services providers
- ❖ Satellite services and equipment providers
- ❖ Tower service providers
- ❖ Telecom cable manufacturers
- ❖ Equipment and technology providers
- ❖ Handset vendors
- ❖ Power solution providers
- ❖ Value-added services providers
- ❖ Mobile banking technology providers
- ❖ Content developers
- ❖ Data centre providers

- ❖ Enterprise applications/services providers (including cloud computing)
- ❖ OSS/BSS vendors
- ❖ Test and measurement vendors
- ❖ Research and development organisations
- ❖ Industry associations
- ❖ Consultancy organisations
- ❖ Etc.

## 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

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

## Technical Specifications for Advertisements

Final size of the directory (finished size) : 210 mm x 273 mm  
 Non-bleed ad size (within the print area) : 190 mm x 253 mm  
 Bleed size (3mm extra from all sides over and above finished size) : 216 mm x 279 mm

**Artwork Preference:** Print-ready .pdf format – “CMYK”, or Tiff file 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.