

# Roads & Bridges

# Indian Infrastructure

Directory and Yearbook 2014

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



## Contents

The *Indian Infrastructure Roads & Bridges Directory and Yearbook 2014* will be the most comprehensive and up-to-date directory and yearbook on the Indian road sector.

The Yearbook section will provide the latest information on the Indian road sector – on network size and growth, the National Highways Development Programme, OMT and other national initiatives like PMGSY, and various state-level road development programmes. The Yearbook will also look into the key trends and issues, current status and future development.

The Directory section will present key information regarding all leading road sector organisations, including their areas of business, key operating units, etc. It will also give the list of top managers and officials of the companies.

This information will be classified into distinct sections as follows:

- ❖ Ministries (central and state level)
- ❖ Central government agencies
- ❖ State-level agencies including PWDs, road corporations, PPP cells, etc.)
- ❖ Road developers
- ❖ EPC firms and contractors
- ❖ OMT players
- ❖ Construction equipment manufacturers
- ❖ Raw material suppliers
- ❖ Financial institutions
- ❖ Consultants
- ❖ Technology providers
- ❖ Industry associations
- ❖ Research, development and training organisations
- ❖ Etc.

## Circulation and Readership

The circulation will exceed 3,000 with a total readership of over 30,000. In addition to the paid subscription, the directory will be mailed with the compliments of *Indian Infrastructure* to the top decision-makers and influencers in the Indian road sector – in the central government, private sector organisations, state government agencies, financial organisations, development institutions, etc.

A special effort will be made to market the directory to EPC firms and contractors, equipment manufacturers, technology providers, raw material suppliers, sector consultants, etc. The publication will be heavily promoted in the *Indian Infrastructure* magazine and at important industry events.

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

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

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

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