

RATE CARD



>> CIRCULATION INFORMATION

The circulation will exceed 6,500 copies. The primary readership will consist of organisations involved with the renewable energy sector – wind and solar energy developers, technology providers, equipment manufacturers, conventional power producers, renewable energy development agencies, discoms and transcos, fuel producers and sellers, financial institutions, carbon fund managers, industrial consumers, policymakers, regulators, government agencies, research organisations, management consultants, etc.

>> GENERAL SPECIFICATIONS

Monthly | All colour | Edit-ad ratio 60:40 | Number of pages – 100+

>> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	210 mm x 273 mm
Non-bleed ad size	:	195 mm x 253 mm
Bleed size (3mm bleed on all sides)	:	216 mm x 279 mm
Artwork preference	:	Print-ready (CMYK mode), minimum 300 dpi (.tif, .eps, .pdf or .cdr) files with all fonts (True type and/or ATM fonts) with high quality digital proofs and progressives for colour reference.
Resolution (inside pages)	:	Up to 133 lines per inch
Resolution (cover positions)	:	Up to 200 lines per inch

>> KEY AD RATES

Ad position	INR	USD
Full page colour	68,800	1,575
Back cover	137,600	3,150
Inside front/back covers	103,200	2,363
Centre spread	172,000	3,938
Special positions (first 20 pages or special requests)	82,560	1,890
Recruitments/Tenders/Contracts/EOI	51,600	1,181
Special section sole sponsorship	320,000	7,875

>> PACKAGES

6 full page colour advertisements	392,160	8,978
12 full page colour advertisements	743,040	17,010

(+5 per cent GST as applicable)

RenewableWatch

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