

ADVERTISING IN CURRENT SCIENCE

India's premier scientific fortnightly covering a wide range of current topics in pure as well as applied sciences, medicine and engineering and having a large subscription and readership (35,000) among scientific as well as industrial community both in India and abroad

Offers you Unexplored Dimensions for the following advertising applications:

RECRUITMENT-BASED ADVERTISING

CURRENT SCIENCE is read not only by scientists/engineers, but also by leading individuals and giant corporate houses. University departments, government ministries/departments, project managers, corporate bodies in need of scientists/engineers can use *CURRENT SCIENCE* for announcing openings; it is an ideal journal/magazine to advertise scholarships, fellowships (JRF, SRF, etc.) and post-doctoral positions. This will not only result in substantial savings – as advertising in *CURRENT SCIENCE* is inexpensive – but also in the right choice of personnel.

ADVERTISING INNOVATIONS

The select band of readers of *Current Science* is not confined to India alone. Internationally also, it commands a quality readership. Who knows, that by advertising your products and innovations, you may catch the eye of a leading corporate house or that of an entrepreneur or that of a research institution – the possibilities are endless.

GENERAL ADVERTISING

For the kind of readership *CURRENT SCIENCE* commands, you can advertise your forthcoming conferences, seminars, trade fairs, book releases, etc.

Advertisement Tariff (in Rupees*)

Advertisement Tariff (in Rupees*)				
<i>Cover pages</i>				
Back cover	B&W	10,000	Colour	15,000
Inside cover	B&W	7,000	Colour	12,000
<i>Inside pages</i>				
	Length	Breadth	B&W	Colour
Full page	22 cm × 17.5 cm		5,000	10,000
Half page	13 cm × 17.5 cm		3,000	–
Quarter page	6 cm × 17.5 cm		2,000	–
	13 cm × 8 cm			
Mini	11 cm × 5.3 cm		1,000	–
Micro	5 cm × 5 cm		500	–

*Rates for advertisements from outside India available on request

YOU JUST CANNOT AFFORD TO IGNORE THE FAR-REACHING POWER OF CURRENT SCIENCE

Current Science, C. V. Raman Avenue, P.B. No. 8001, Sadashivnagar, Bangalore 560 080
Tel: 80-334 2310; Fax: 80-334 6094; Email: currsci@ias.ernet.in; Website: <http://ces.iisc.ernet.in/currscinew>