

# CURRENT SCIENCE

www.ias.ac.in/currsci

## The *Current Science* Advertisement information page

### Steps to advertise in *Current Science*

#### Basic information

- \* A camera-ready copy/positive/artwork is desirable
- \* In case of advertisements containing colour, positives with colour separations should be provided
- \* Proofs are not sent to advertisers
- \* Advertisement material should reach 10 days prior to the issue date (10 and 25 of every month)
- \* For advertisements with stipulated deadlines (such as concerning employment) sufficient time should be allowed for postal response
- \* Advertisers will receive a free copy of the issue carrying their advertisement

### Submission information

Send advertisements to :

Advertising Manager  
*Current Science*  
P.B. No. 8001  
C.V. Raman Avenue  
Bangalore 560 080  
Tel: 080-334 2310  
Fax: 080-334 6094  
E-mail: currsci@ias.ernet.in

Advertisements can also be submitted via E-mail

#### Payment information

All advertisements should be accompanied by a demand draft payable to *Current Science Association, Bangalore* for the relevant amount calculated as per the tariff given below

### Advertisement Tariff

Number of insertions	Type	Inside cover	Back cover	Full	Half	Quarter	1/8th	1/16th
1	B&W (Rs)	10,000	14,000	7000	4000	2500	1250	750
	Colour (Rs)	18,000	20,000	15,000	7000			
	B&W (US \$)	300	450	200	150	70	40	25
	Colour (US \$)	500	700	450	225			
6	B&W (Rs)	50,000	70,000	35,000	20,000	12,500	6250	3750
	Colour (Rs)	90,000	100,000	75,000	35,000			
	B&W (US \$)	1500	2200	1000	750	350	200	125
	Colour (US \$)	2500	3500	2250	1125			
12	B&W (Rs)	100,000	140,000	70,000	40,000	25,000	12,500	7500
	Colour (Rs)	180,000	200,000	150,000	70,000			

Sizes in cm: Full (22 × 17.5); Half (10.5 × 17.5); Quarter (10.5 × 8); 1/8th (5 × 8); 1/16th (5 × 4).