



IIFTC

# IIFTC CONNECT ADVERTISING RATE CARD

Print | Online | Direct Mailers

## Print (CinePort Magazine)

### Advertising (Size in mm)

Full Page (210 x 275)	€ 900   \$ 1050	(Code: FP)
Half Page (210 x 135)	€ 450   \$ 525	(Code: HP)
Quarter Page - Skyscraper (60 x 250)	€ 300   \$ 350	(Code: QP-S)
Quarter Page - Banner (190 x 80)	€ 300   \$ 350	(Code: QP-B)
Premium Pages		
Inside Covers - Front   Back (210 x 275)	€ 1200   \$ 1400	(Code: PP)
Page 1 (210 x 275)	€ 1200   \$ 1400	(Code: PP)
Back Cover (210 x 275)	€ 1500   \$ 1750	(Code: BC)
2-issues package @ 150% of the card rate		

### Editorial Feature

3-pages (Print + Online)	€ 1500   \$ 1750	(Code: FT)
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## Online ([www.iiftc.com](http://www.iiftc.com))

### Classified

Listing (One Year) Name/ Designation/ Company Name/ Website/ Send Business Enquiry	€ 150   \$ 175	(Code: CL)
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### Display Ads (Size in Pixels)

Home Page (2-month campaign)		
Top Banner (1200 x 100)	€ 750   \$ 875	(Code: TB)
Leader board (900 x 300)	€ 1050   \$ 1225	(Code: LB)
Premium Square (300 x 300)	€ 450   \$ 525	(Code: PS)
Skyscraper (300 x 600)	€ 750   \$ 875	(Code: SK)
Button (300 x 200)	€ 300   \$ 350	(Code: BT)

4-month Campaign @ 150% of the card rate

6-month Campaign @ 200% of the card rate

Display Ads on Inside pages (Conclave / Connect / CinePort) @ 50% of the card rate

## Direct Mailers

### List Rentals (2000 email ids)

Promotional E-mailer 01 (1 email / 1 month)	€ 450   \$ 525	(Code: LRI)
Promotional E-mailer 02 (2 emails / 2 months)	€ 750   \$ 875	(Code: LR2)
Promotional E-mailer 04 (4 emails / 3 months)	€ 1200   \$ 1400	(Code: LR4)

### Buyers Connect (500 email ids)

Personalised Email	€ 900   \$ 1050	(Code: BCN)
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## Promotions | Membership

### Promotions

<p><b>Digital (Economy Pack)</b> <b>19% OFF</b> (Premium Square + List Rental 1 + Listing)</p>	<p><b>Digital (Business Pack)</b> <b>24% OFF</b> (Top Banner or Skyscraper + List Rental 2 + Listing)</p>	<p><b>Digital (Premium Pack)</b> <b>27% OFF</b> (Leader Board + List Rental 4 + Listing)</p>
<p><b>Print (Business Pack)</b> <b>25% OFF</b> (Full Page + List Rental 1 + Button + Listing)</p>	<p><b>Print (Premium Pack)</b> <b>27% OFF</b> (Premium Pages + List Rental 2 + Premium Square + Listing)</p>	
<p><b>Print + Digital (Premium Combo 1)</b> <b>37% OFF</b> (Full Page + Leader Board + List Rental 2 + Editorial Feature + Listing)</p>	<p><b>Print + Digital (Premium Combo 2)</b> <b>37% OFF</b> (Premium Page + Top Banner or Skyscraper + List Rental 2 + Editorial Feature + Listing)</p>	

Digital (Economy Pack)	€ 850   \$ 971	(Code: DG-ECO)
Digital (Business Pack)	€ 1250   \$ 1429	(Code: DG-BUS)
Digital (Premium Pack)	€ 1750   \$ 2000	(Code: DG-PRE)
Print (Business)	€ 1350   \$ 1543	(Code: PR-BUS)
Print (Premium)	€ 1850   \$ 2114	(Code: PR-PRE)
Print + Digital (Premium Combo 1)	€ 2750   \$ 3143	(Code: PD-C1)
Print + Digital (Premium Combo 2)	€ 2750   \$ 3143	(Code: PD-C2)

### Membership (One Year)

#### Network Partner

Listing, Members Access € 150 | \$ 175 (Code: NP)

#### Industry Member

Listing, Members Access, Attend IIFTC Conclave INR 12000 (Code: IM)

**Terms And Conditions :** All payments in favour of Mercury Integrated Marketing Services Pvt. Ltd. | Goods and Services Tax (GST) @ 18% applicable on all invoices | Creative artworks and content for the print / online advertisements and e mailers to be provided by the advertiser | Payment terms: 100% advance, within 15 days from invoice date | USD/ Euro rates are subject to change as per INR exchange rates at the time of confirmation | © IIFTC is a registered trademark of Mercury Integrated Marketing Services Pvt Ltd

For Business Enquiries Email: [iiftc@mercuryintegrated.com](mailto:iiftc@mercuryintegrated.com) | Web: [www.iiftc.com](http://www.iiftc.com)