

महाराष्ट्र राज्य पोलीसांचे मुखपत्र

दक्षता

सर्वदूर पोहचलेले वाचकप्रिय मासिक



पत्ता : महाराष्ट्र राज्य पोलीस मुख्यालय, शहीद भगतसिंग मार्ग,
डॉ. श्यामप्रसाद मुखर्जी चौक, कुलाबा,
मुंबई 400 001 • टेलि.: + 91 22 22049701
email: mpd.dakshata@mahapolice.gov.in

ADVERTISEMENT TARIFF

Established	: September 1974
Language	: Marathi
Frequency	: Monthly. Special Diwali Issue is a joint issue for two months
Trim Size	: 255mm X 200mm
Print Area	: 240mm X 80mm
Printing Process	: Photo - Offset
Binding	: Central Stitched
Paper	: Art paper for Cover & Newsprint for inside Body pages, News Glazed for inside Colour

Advertising Unit :-

All sizes in CM. First Value is width,
Second Value of height.

Full Page : (bleed) 20 X 25.5 plus 5 mm bleed
(non bleed) 18 X 24 cm

Half Page : (horizontal) 17.5 X 11.75 cm
(vertical) 8.75 X 23.5 cm

ADVERTISEMENT RATES

SPACE	REGULAR ISSUES
Colour :	
Back Cover	1,00,000/-
Inside Cover	75,000/-
Full Page	50,000/-
Half Page	20,000/-

Material for Reproduction : For Colour Advertisement : Colour separated positives in one piece per colour with a set of progressive proofs.

Deadline for Advertisements : Colour - Eight weeks in advance for transparencies or colour artwork and Six weeks for colour separated positives with a set of progressive proofs.

Bleed : 15 % extra. For Bleed add 3 mm on trimming sides on artworks.

Four Colour advertisement : Extra Charge will be payable for rendering transparencies and artwork into colour separated positives for printing at actuals. The advertisements are subject to acceptance

according to our policy, rules and regulations.

The publisher reserves the right to reject any advertisement that is not in keeping with the high standards of the content and production quality of Dakshata.

All advertisement charges should be paid by Cheque/DD in the name of 'Chief Editor, **Dakshata**', Maharashtra State Police Headquarters, S.B. Singh Marg, Colaba, Mumbai - 400 001.

Tel. : 2283 4511, 2204 9701