

Offer for Advertisement in PC-World Bangladesh

Dear Sir:

Starting from July 1996, *PC WORLD-Bangladesh* has reached its **144 regular issue on May 2008**. Though out the time, we have tried to keep the quality of our magazine up to the same quality, which has made PCWORLD a number one magazine in 68 countries of the world. For the right exposure to the prospective clients, you may like to advertise in our magazine. Also we would cover your company events such as seminars, contract achievement, product announcements and updates in our '*Bangladesh IT News*' section on regular basis. In '*Dhaka IT UPDATE*' section of our magazine, one page or half page would be devoted to report product reviews and updates of your company containing local pricing and contact information, for enhanced marketing exposure to the market.

I'm pleased to offer a very special price to your organization for **3/6/12 month's** contract, which is less than the regular price:

Advertisement contract rate (Each Issue):

<u>Advertisement Location</u>	<u>Rate per Page</u>	<u>Discount</u>
📖 Back cover (4color)	\$. 800 (Each Issue)	Booked till 2009
📖 Front inside (4color)	\$. 650 (Each Issue)	Booked till 2009
📖 Back inside (4color)	\$. 550 (Each Issue)	Booked till 2009
📖 Inside color full page	\$. 300 (Each Issue)	(Location available)
📖 Inside B/W full page	\$. 175 (Each Issue)	(Location available)

****Excluding local VAT or others Taxes.**

Terms and Condition:

- Advertisement material must be given by advertiser in Tracing paper or Film
- Material should reach us by **22nd** of the previous month of publication.
- Payment should be paid in cheque/cash payable to 'PC WORLD-Bangladesh
- With the insertion or confirmation letter.
- The pages of publication of advertisements would be changed as your desire if Possible for us and the cost would change depending on the desired page.

About Publication

- Pre Press working schedule by 23rd -24th of previous month.
- Printing schedule by 25th -26th of previous month.
- Book binding by 27th -29th of previous month.
- Circulation date in local market 30th previous month or first date of the current month.

Magazine Size (For Adv. Material or Film):

- Magazine Size : Horizontal 8" (20 cm), Vertical 10.5" (26.8cm)
- Printable Area : Horizontal - 7.5" (19.5cm), Vertical 10.3" (26cm)

I sincerely hope you would find our offer attractive & fruitful for your business needs and take favorable decision. For further clarification please call 8322785-8.