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No. CAPEXIL/NR/SK/BIBF/2015/12
 July 03, 2015

Friday,

To,

All Members of the Books, Publications and Printing Panel, CAPEXIL

Sub:- Advertisement in Publicity Brochure – Beijing International Book Fair, 2015

Dear Sirs,

As you are aware, CAPEXIL is participating in the forthcoming Beijing International Book Fair 26-30 August,2015 . In this connection, CAPEXIL will bring out a multi-colored publicity folder for distribution during the Fair. The contents of the folder will include brief write-up on CAPEXIL and details of its participating members with their specialization. The folder will be distributed widely amongst trade visitors and trade organizations during the Fair. The folder will serve as a handy and useful reference in generating export/business enquiries for members of CAPEXIL.

We invite you to be a part of the folder by releasing your advertisement to gain maximum mileage. The mechanical data details are given below:

MECHANICAL DATA:

Print Area	final size (W x H) 4.625" x 8.25" with Bleed (0.125")
Material required	CD

ADVERTISEMENT RATES:

PAGE	RATE FOR CAPEXIL'S members
2 nd Cover (inside)	Rs.7,980/-
3 rd Cover (inside)	Rs.7,980/-
4 th Cover (Back Cover)	Rs.12,540/-
Inside Full Page	Rs.6840/-

*The charges are inclusive of 14% Service Charge.

The advertisement materials along with Demand Draft / Multicity cheque in favour of CAPEXIL

payable at Kolkata towards advertisement charges may be sent to this office immediately

With kind regards,

Yours sincerely,

(Sunil Kumar)

Executive Officer