

**Advertising Rates in the Oil and Maritime Magazine**  
 Rates below are for 4-color ads

| <b>In Indian Rupees</b>    |               |                |                |
|----------------------------|---------------|----------------|----------------|
| <b>Space</b>               | <b>1-time</b> | <b>3-times</b> | <b>6-times</b> |
| Full page                  | 60000         | 54000          | 51000          |
| 1/2 page                   | 45000         | 40500          | 38250          |
| 1/3 page                   | 30750         | 27500          | 26250          |
| Back Cover                 | 75000         | 67500          | 63750          |
| Front / Back inside covers | 75000         | 67500          | 63750          |

| <b>In US Dollars</b>       |               |                |                |
|----------------------------|---------------|----------------|----------------|
| <b>Space</b>               | <b>1-time</b> | <b>3-times</b> | <b>6-times</b> |
| Full page                  | 1250          | 1200           | \$1150         |
| 1/2 page                   | 900           | 845            | 800            |
| 1/3 page                   | 615           | 595            | 575            |
| Back Cover                 | 1500          | 1450           | 1350           |
| Front / Back inside covers | 1500          | 1450           | 1350           |

**Orders for the covers are firm and may not be cancelled.**

**Rates for the small space ads**

| <b>Ad size<br/>(column width = 6.5 cm)</b> | <b>US \$</b> | <b>Indian Rs.</b> |
|--|--------------|-------------------|
| 1 col. x 2.54                              | 125          | 5500              |
| 1 col. x 3.8                               | 168          | 7500              |

**Mechanical Requirements for Advertisements**  
 Publication trim size: 16.5 cm wide x 22.5 cm height.

| Dimensions | width in cm<br>Vertical | height in cm<br>Horizontal |
|------------|-------------------------|----------------------------|
| Full page  | 16 x 22                 | ----                       |
| 1/2 page   | 8 x 22                  | 16 x 11.5                  |
| 1/3 page   | 6 x 22                  | 16 x 7                     |

**Billing**

Credit/Billing

Space invoices are due net 30 days to established agencies and advertisers.

The new advertisers and unlisted agencies must establish credit by sending full payment and a completed credit application along with the first order.

**Guidelines For Digital Print Ads**

- The deadlines for sending the materials must be observed.
- Ads supplied digitally should be provided as open Corel or high resolution PDF or EPS files with fonts embedded or converted to outlines. Other formats that are accepted, but discouraged, are InDesign, QuarkXpress or Adobe Illustrator saved on CD as native files and in Macintosh format. Ads prepared using word processing software (Microsoft Word, WordPerfect, Microsoft Publisher, etc.) will not be accepted. Please email us to [mohit@aaships.com](mailto:mohit@aaships.com) if your ad must be supplied using other formats or if you need information on how to set up Acrobat Distiller to produce high-quality PDFs.

**Closing dates for the issues**

| Issue    | Last date for receipt of materials |
|----------|------------------------------------|
| November | October 15 <sup>th</sup>           |
| December | November 15 <sup>th</sup>          |

From January 2010 the last date of receipt of material for the next month will be 15<sup>th</sup> of the previous month.

**Contract & Copy Regulations**

Multiple insertions are to be used within 12 months.

Failure to earn frequency discount will result in short-rate billing.

Contracts in effect at the time of a rate change will be protected for the following two issues.

No cancellation is accepted after the closing date.

No cancellation of covers within 60 days of issue date.

Cancellations must be made in writing.

Ad materials will not be returned unless specifically requested.

The publisher is not responsible for incorrect key codes.

**Advertising Policy**

The publisher reserves the right to reject any advertising for any reason at any time even though previously acknowledged. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.

**Where to contact and send materials**

Please send advertising materials to: [mohit@aaships.com](mailto:mohit@aaships.com)

**or to**

*The Advertisement Department  
Oil & Maritime,  
Austral Asian Maritime Group Company  
604, Manish Chambers,  
Sonwala Road  
Goregaon (East),  
Mumbai 400 062  
India  
Tel: +91 22 4076 1914  
Mobile: +91 9769 345 348*