

# Vasco Watch

YOUR NEIGHBOURHOOD NEWSPAPER

## Advertisement Tariffs

**Vasco Watch** is Goa's **First** neighbourhood newspaper. Our Inaugural issue was published on 14<sup>th</sup> Aug 99.

We focus **exclusively** on Events, People, Information and Issues of the neighbourhood and have been highlighting the happenings in the neighbourhood for the last **SIXTEEN YEARS**.

Our publication is home delivered **FREE** every fortnight to the newspaper reading population of Vasco da Gama and its neighbourhood.

Copies of the newspaper are **ALSO** placed at prominent shops and establishments for the convenience of the citizens where readers can pick up their copy **Free**.

Our present circulation is **15,500** copies.

We therefore match almost 90% of the total circulation of all the newspapers distributed in this locality. Our publication reaches readers from Sada/Bogda, Baina, Vasco City, Vaddem, Chicalim, Dabolim, Queeny Nagar and all surrounding areas.

Advertising in the **Vasco Watch** provides unique advantages:

- The customer gets your message **FREE**
- You reach a specific target audience most **cost effectively**
- You get **Much More** visibility at **Much Less** cost

**Our current advertisement rates are as follows:**

### Colour Advertisements

- **Front Page** --- Rs.225/- per col. cm.
- **Back Page** --- Rs.185 /- per col. cm.
- **Page 4 & 5** --- Rs.160/- per col. cm.
- **Ear Panels Front Page (Colour)** --- Rs.1000 /-
- **Ear Panels Back Page (Colour)** --- Rs.850/-

(Ear Panels – Minimum **TEN** inserts – **TWO** inserts **FREE** for every ten inserts)

### Black & White Advertisements

- **Page 2 & 3** --- Rs. 125/- per col. Cm
- **Page 6 & 7** --- Rs. 115/- per col. Cm

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Address : 43, Rangavi Estate, Dabolim P.O, Mormugao, Goa - 403801

0832 2538289 📞 9423888645/ 9422437623

www.vascowatchonline.com 📧 editor@vascowatchonline.com

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**CLASSIFIEDS:** Rs. 70/- (Rupees Seventy only) for the first 20 words & Re.2/- per word thereafter.

**(Note: Advertisement tariffs are subject to change)**

## **DISCOUNTS:**

- We offer a **discount of 25%** for advertisements placed continuously on an annual basis.
- A discount of **10%** will be offered for single insertions of advertisements of half page size and **20%** discount for advertisements of full page size.
- Placement of an advertisement of the same size and page in **THREE consecutive issues** will be given a **30% Discount on the 3<sup>rd</sup> advertisement placed.**
- Placement of an advertisement of the same size and page in **FOUR consecutive issues** will be given a **50% Discount on the 4<sup>th</sup> advertisement placed.**
- Placement of an advertisement of the same size and page in **FIVE consecutive issues** will be given **one FREE advertisement of the same size** in the sixth consecutive issue.

**ADVERTORIALS:** Advertorials and write-ups of commercial nature will be charged at the advertisement page rate.

## **Page and column Dimension Details**

### **Column Size:**

**1 column :** 4.4cms.

**2 columns:** 9.3cms.

**3 columns:** 14.2cms.

**4 columns:** 19.1cms.

**5 columns:** 24cms

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**FRONT & BACK PAGE- Full Page Size:** 24cms width X 25cms height.

**INSIDE PAGES- Full Page Size:** 24cms width X 31cms height.

## Ear Panel Sizes:

### Front Page:

Width – 9.0 cms

Height – 3.5 cms

### Back Page:

Width – 9.0 cms

Height – 3.5 cms

## Page Height

Front Page -

25 cms

Back Page -

25 cms

Pg 3, 4, 5, 6, 7 -

31 cms

**Artwork:** To be given on CD as CorelDraw/ Adobe Illustrator file with all fonts converted to curves or as JPEG/ EPS file with 300 dpi resolution.

Files can also be forwarded by email to following email ID: [adv@vascowatchonline.com](mailto:adv@vascowatchonline.com) or [vascowatch@gmail.com](mailto:vascowatch@gmail.com)

**Payment Terms:** By crossed cheque in favour of Vasco Watch along with artwork.

We look forward to your association with our publication.

Thanking you,

Yours faithfully,

Cdr. T.R.A.Narayanan (Retd)

(Publisher & Editor)

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