

THE SUGAR TECHNOLOGISTS' ASSOCIATION OF INDIA



Recognised by the Ministry of Science
& Technology, Government of India
as Scientific & Industrial
Research Organisation

(Founded in 1925)

Sanjay Awasthi
President

Amit Khatter
Secretary General

STAI/ADVT-16/2019

08.03.2019

SUB. : Release of Advertisement in various **STAI Publications** on the occasion of **77th Annual Convention and Sugar Expo 2019**.

Dear Sir,

I am pleased to bring to your kind attention that **The Sugar Technologists' Association of India** will be holding its **77th Annual Convention and Sugar Expo 2019** in the month of (July/August). The exact date and venue shall be intimated shortly.

Nearly 1000 delegates from India and abroad comprising of decision makers from the sugar and allied Industries such as 'Managing Directors, Chief Executive Officers, HODs, Chief Engineers, Chief Chemists, Purchase Officers, Directors and Scientists from Research Institutions' are likely to participate in this convention.

On this occasion following publications shall be released :

1. Directory of Cane Sugar Factories and Refineries (India & other SAARC Countries) & Distilleries (India, Nepal & Bhutan) – 2018-19
2. Proceedings of the 77th Annual Convention – 2019
3. Year Book & Technical Data Directory of Indian Sugar Factories 2017-2018 & 2018-2019*
4. Souvenir

STAI invites you to take advantage of this opportunity to reach out to your potential customers from India and abroad. You may book space for your advertisements and send the advertisement material in **Corel Draw (CDR), PDF or JPEG in high resolution** format alongwith the prescribed amount by DD/Bank Transfer in favour of **The Sugar Technologists' Association of India**, payable at New Delhi.

Please send your confirmation for releasing the advertisements in any of the above or all the above publications on or before **30th May, 2019**. The tariffs, page dimensions and other details are given overleaf.

Thanking you,

Yours faithfully,

AMIT KHATTER
SECRETARY GENERAL

RATES FOR 'DIRECTORY OF CANE SUGAR FACTORIES AND REFINERIES (INDIA & OTHER SAARC COUNTRIES) & DISTILLERIES (INDIA, NEPAL & BHUTAN) – 2018-19 (SI. No. 1)

Outside Folded Left Side Cover (Colour)	Rs. 30,000.00 + 5% GST	–
Outside Folded Right Side Cover (Colour)	Rs. 30,000.00 + "	–
Inside Back Cover (Colour)	Rs. 25,000.00 + "	–
Inside Front Cover (Colour)	Rs. 25,000.00 + "	–
Special Full Page (Black & White)	Rs. 12,000.00 + "	Per Insertion
Printed after colour advt. on opening side		
Ordinary Full Page (Black & White)	Rs. 10,000.00 + "	Per Insertion
Full Coloured Page	Rs. 21,000.00 + "	Per Insertion
Bookmark	Rs. 30,000.00 + "	Only One
Second Last Colour Advt.	Rs. 24,000.00 + "	
Last Colour Advt.	Rs. 24,000.00 + "	

Mechanical Details : Page Size 24 cms x 18 cms (5mm Bleed Extra)
Printed Area 20.5 cms x 15 cms

RATES FOR OTHER PUBLICATIONS PER INSERTION, PER PUBLICATION – SL. NOS. 2, 3 & 4

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Back Cover (Colour)	Rs. 30,000.00 + "	–
Inside Back Cover (Colour)	Rs. 20,000.00 + "	–
Inside Front Cover (Colour)	Rs. 20,000.00 + "	–
Special Full Page (Black & White)	Rs. 10,000.00 + "	Per Insertion
Ordinary Full Page (Black & White)	Rs. 7,000.00 + "	Per Insertion
Full Coloured Page	Rs. 18,000.00 + "	Per Insertion
Bookmark	Rs. 30,000.00 + "	Only One
Second Last Colour Advt.	Rs. 22,000.00 + "	
Last Colour Advt.	Rs. 22,000.00 + "	

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Bank Transfer Details :

The Sugar Technologists' Association of India, HDFC Bank SB A/C No. 1385145000023, RTGS/NEFT IFSC CODE : HDFC 0001385, Okhla Phase-I, New Delhi- 20 and send it the address mentioned below.

Conditions :

- All advertisements are subject to acceptance by the STAI.
- All orders and contracts can be cancelled by the STAI at its discretion at any time on notice being rendered in writing.
- No deduction is allowed from our advertisement charges on account of alleged defective insertions. Claims on such account will be adjusted at the discretion of the STAI by an extra free insertion, if necessary.
- The advertisement charges must be paid in advance.**
- Soft copy of the advertisement shall be mailed to **STAI at office@staionline.org in PDF / High resolution JPEG / CDR (Corel Draw Format).**
- No guarantee can be given of a particular advertisement appearing on a specified page. Every effort shall be made to meet the expectations of the advertisers.
- In case an advertisement ordered for a special place is inadvertently placed at a wrong place, no extra charge for the special position need be paid or if paid shall be refunded.
- No particular page or place can be guaranteed to any advertisement unless an extra charge is made for such special position. Advertisements appearing at the beginning or in the middle of the book alongwith reading matter will be considered as a special page.
- A voucher copy (**only one**) of the publication in which advertisement has appeared will be supplied to the advertiser free of charge.
- Payments should be made by at par Cheque/Bank Transfer/Bank Draft in the name of **The Sugar Technologists' Association of India**, payable at **New Delhi**.
- In case of any dispute, the Court at Delhi will have the jurisdiction to try the suit.

*This book will be released post convention.

For further details, please write to :

AMIT KHATTER
Secretary General

The Sugar Technologists' Association of India

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