



B. J. MEDICAL COLLEGE DEVELOPMENT SOCIETY

Trust No. : F/14759/AHMEDABAD • Society No. : GJ/15027/AHMEDABAD

Civil Hospital Campus, Asarwa, Ahmedabad-380016. (INDIA)

OFFICE : 079 - 22680074, FAX : 079 - 22683067, Email : dean.bjmc@hotmail.com

Note : This Trust / Institute is eligible to accept donation made to this Trust / Institute u/s. 80G(5) of the Income Tax Act 1961 vide letter No. : फ.सं.आ.नि. (छूट.)/अहम./80जी(5)/872/09-10, Date : 27/7/2010

No. BJMCDS/BJ Sensoria/adv./ 988 /2017

Date: 28 /07/2017

Revised Circular :

Subject : Advertisement rate for BJITE'S Sensoria Magazine

Ref. : This office letter dated 13-02-2017, No.BJ Sensoria/179/2017,

BJITE'S Sensoria is the official magazine of B J Medical College, Ahmedabad. The magazine is launched with an aim to promote extracurricular talents and creativity of students, faculty members and other staff members. It was decided earlier that the magazine will be published every 4 months (3 Issues per annum, approximately 250 copies). Following were the rates of advertisement in "BJITE'S Sensoria" for the year 2017.

Appendix-A			
Sr. No.	Page of Advertisement	Rate of advertisement	Annual rate of advertisement (3 issues per annum)
1	Inside of cover page or Inside of back cover	Rs.15000/- Full page advertisement	Rs.40000/- (Discount of Rs.5000/-)
		Rs.8000/- (Advertisement covering half of page)	Rs.20,000/- (Discount of Rs.4000/-)
2	Regular page	Rs.10,000/- (Full page advertisement)	Rs.25000/- (Discount of Rs.5000/-)
		Rs.5,000/- (Advertisement covering half of page)	Rs.13000/- (Discount of Rs.2000/-)
		Rs.2500/- (Advertisement covering one fourth of page)	Rs.6500/- (Discount of Rs.1000/-)

But for administrative convenience it has been now decided by the College Authorities / BJITE'S sensoria Core committee that the magazine published every six months, i.e., two issues per annum "March-April & September-October". Hence the rates for advertisement have been revised as follows and the above mentioned Appendix-A rates are nullified.

Appendix-B			
Sr. No.	Page of Advertisement	Rate of advertisement	Annual rate of advertisement (2 issues per annum)
1	Inside of cover page or Inside of back cover	Rs.15000/- Full page advertisement	Rs.27,000/- (Discount of 10%)
		Rs.8000/- (Advertisement covering half of page)	Rs.14,400/- (Discount of 10%)
2	Regular page	Rs.10,000/- (Full page advertisement)	Rs.17,000/- (Discount of 15%)
		Rs.5,000/- (Advertisement covering half of page)	Rs.8,500/- (Discount of 15%)
		Rs.2500/- (Advertisement covering one fourth of page)	Rs.4,250/- (Discount of 15%)

Please provide a cheque/ demand draft of required amount in the name of " B. J. Medical College Development Society" with the following account details to give advertisement in "BJITE'S Sensoria Magazine".


**Bank Account Name : B. J. MEDICAL COLLEGE DEVELOPMENT SOCIETY
AHMEDABAD**

Axis Bank Limited, Asarwa Branch, Ahmedabad- 380016

Bank Account No. : 449010100162067

Swift Code : AXISINBB003

IFS CODE : UTIB 0000449


**(Dr. Bharat J. Shah)
Dean
B. J. Medical College,
Ahmedabad**

Copy to The Core Committee, BJITE'S Sensoria, B. J. Medical College, Ahmedabad