STM JOURNALS

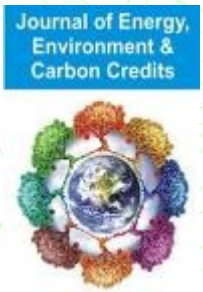
Scientific Technical Medical

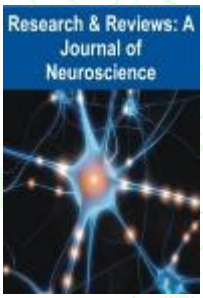
Media Advertising Kit

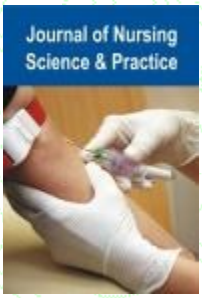
Consortium e-Learning Network

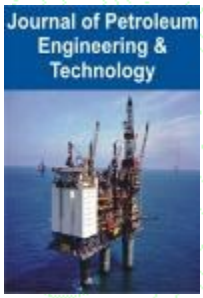
Empowering Learners

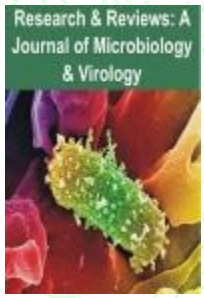
2014 – 2015

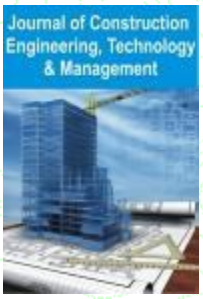


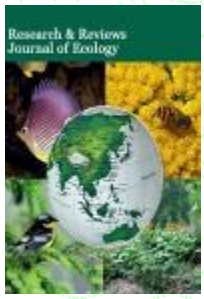












Print Advertising Web Advertising

STM JOURNALS
Division of Consortium E-Learning Network Private Limited
ISO: 9001 Certified
Address: A - 118 Level 1 , Sector 63, Noida 201 301. INDIA.
Tel: +91 0120 – 4781211 (Direct) , +91 0120 – 4781200 (Board Lines)
Email advertising@celnet.in / info@stmjournals.com
Website www.stmjournals.com

Company Profile

STM Journals, am imprint of Consortium eLearning Network Pvt. Ltd. publishes **over 100** online & print Journals which provides and facilitates a cost effective access to the quality research findings in the domains of Science, Technology and Medicine through the publication of online & print quality scholarly journals. STM Journals has emerged as one of the largest circulating electronic journal provider.

Journals are published thrice a Year (April, August & December) Online & Print.

Industry Focused Journals

Computers/IT/Mobile	**Chemical**	**Mechanical**
Electrical/Electronics/ Telecommunications	**Energy**	**Engineering & Technology**
Civil/Construction	**Medical**	**Science**
Pharmaceutical	**Instrumentation**	**Biotechnology**

Readership Focus Audience of Journals

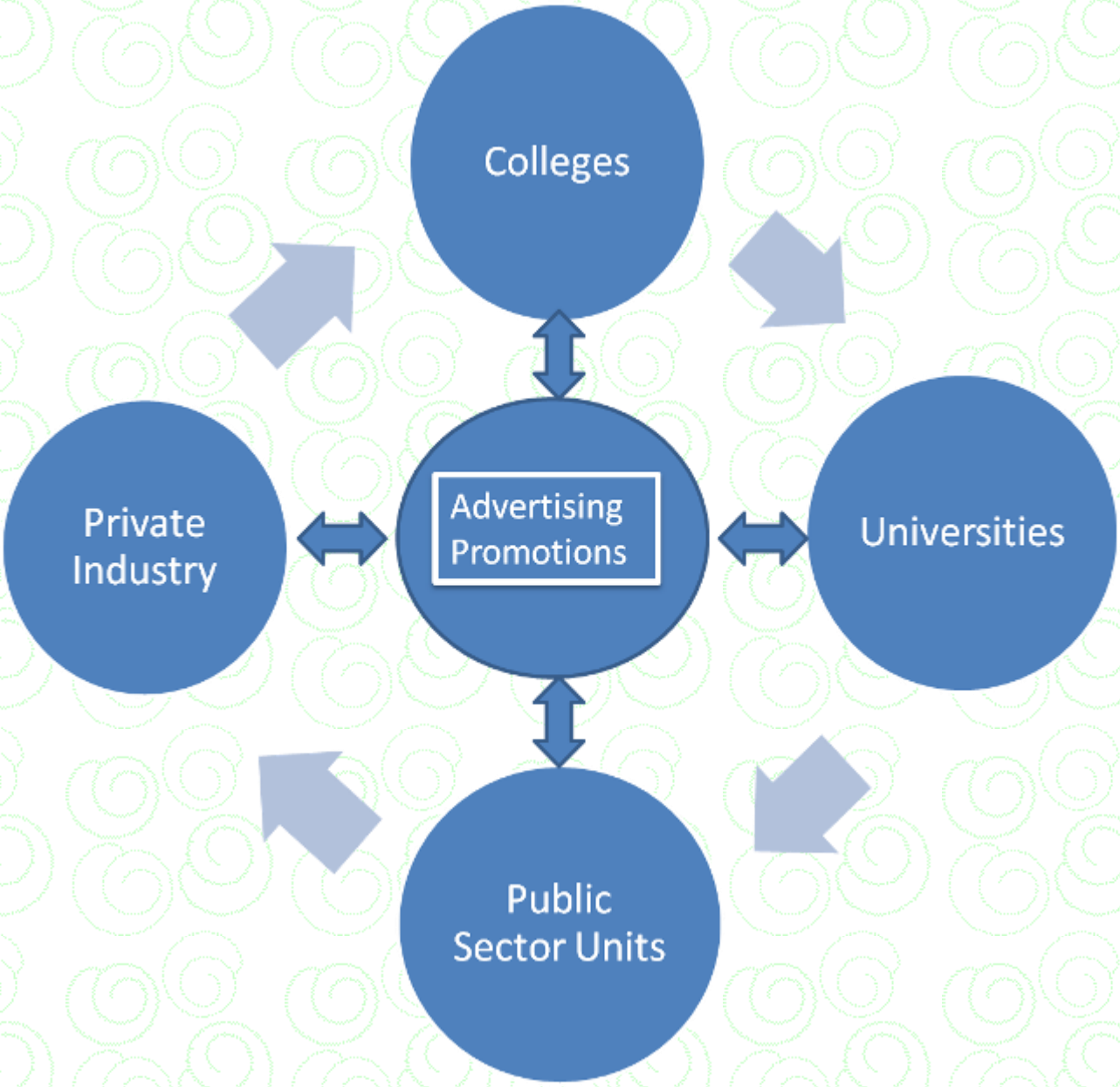
Students (Age Group – 18 to 30)	**Faculty**	**Research**	**Administration**	**Key Opinion Leaders**	**Peer Groups**
BSc.	Teachers	Researchers	Directors	Govt. Officials	Relevant Industry People
MSc.	Professors	Lab Technicians	Vice Chancellors	Private Industry Heads	
BTech.	Lecturers		Principal		
MTech.	Teaching Assistants		Vice Principals		
PhD.					

STM Products		
Journals	Reprints	Books
	Print Ads	

Website	E– Programs
Online Ads	

Advertising Benefits

STM Journals Reach—India & Abroad



Colleges	Universities	Public Sector Units	Private Industry
Government	Central	Science	
Private	State	Technology	
	Private	Engineering	
	Deemed	Medical	

Sample Ad of an Institution—Full Page

Advertising Card Rates - Journals

Colour Ads

Space Options	Per Issue— 1 Journal	3 Issues—1 Journal	Per Issue— 3 Different Journals	Per 3 Issues— 3 Different Journals
	US$	US$	US$	US$
Back Cover	350	875	785	2,450
Inside Front Cover	250	625	560	1,750
Inside Back Cover	250	625	560	1,750
Two Page Spread (Centered)	300	750	675	2,100
Premium Page (Any First 10 page)	250	625	560	1,750
Full Page	190	475	425	1,330

Space Options	Per Issue— All 15 Science Journals	Per Issue— All 67 Technical Journals	Per Issue— All 20 Medical Journals
	US$	US$	US$
Back Cover	3,500	14,000	5,250
Inside Front Cover	2,500	10,000	3,750
Inside Back Cover	2,500	10,000	3,750
Two Page Spread (Centered)	3,000	12,000	4,500
Premium Page (Any First 10 page)	2,500	10,000	3,750
Full Page	1,900	7,600	2,850

Advertising Card Rates—Journals

Black & White Ads

Space Options	Per Issue—1 Journal	3 Issues—1 Journal	Per Issue—3 Different Journals	Per 3 Issues—3 Different Journals
	US$	US$	US$	US$
Two page Spread	250	625	560	1,750
Premium Page	190	475	425	1,330
Full Page	150	375	335	1,050
Half Page	70	175	155	500

Space Options	Per Issue—All 15 Science Journals	Per Issue—All 67 Technical Journals	Per Issue—All 20 Medical Journals
	US$	US$	US$
Two page Spread (Centered)	2,500	10,000	3,750
Premium Page (Any First 10 page)	1,900	7,600	2,850
Full Page	1,500	6,000	2,250
Half Page	700	2,800	1,050

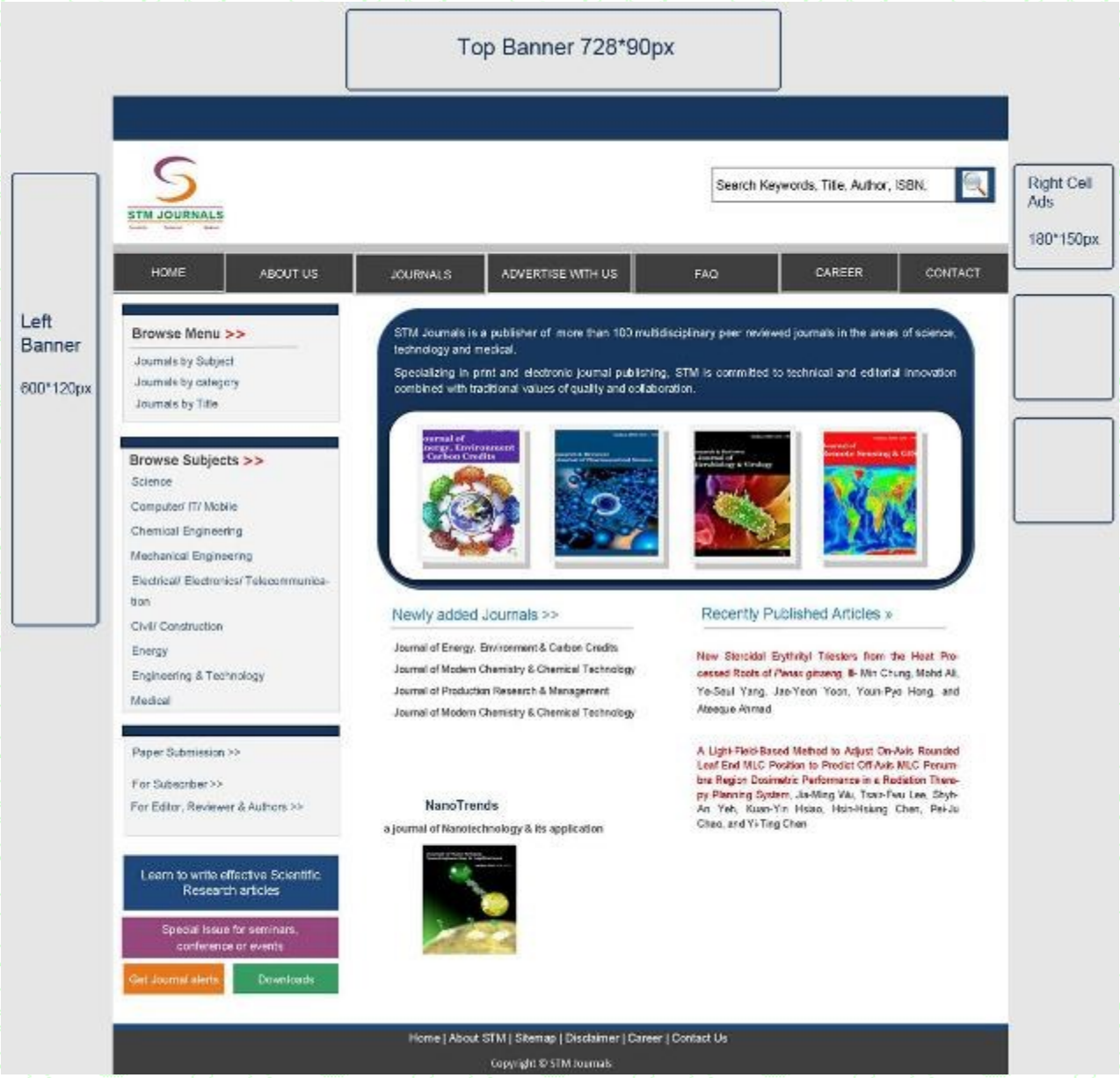
Print Ad Specifications:

A4 Size for Cover Page & Inside Pages. Non Bleed
Full Page – Width: 7" x Height: 10”

Half Page – Width: 7” x Height 4 7/8”

Website Advertising

Left Banner ***Top Banner*** ***Right Cell***



Maximum Size : 100 KB

Card Rates (Per Month)

Banner Advertisement Position	**Left Banner** 600 x 120 Px	**Top Banner** 728 x 90 Px	**1 Right Cell** 180 x 150 Px
	US$	**US$**	**US$**
On Home Page Only	300	450	175
Any 3 Inside Pages of Website only	150	225	125
Home Page + 3 Inside Pages	400	550	225

Rates are subject to change on prior notice for advance issues / updates
Artwork = Digital files in high resolution JPEG / GIF format (300 dpi minimum)

Advertorial

STM Journals is now welcoming institutions & industry to submit **advertorials** to be published in the journals. Advertorial is a useful information providing tool to educated direct readers of peer group/ industry issues, products & services, institution/company big announcements and advances in the field or industry of practice.

We have a robust editorial team which will review advertorials and work mutually with the organization / agency to see that they fit the ethical norms for journal publishing.

1 Page Advertorial	US $ 250
1 Page Advertorial with small block Advertisement on the page	US $ 350
1 Page Advertorial + 1 Full page Advertisement (Cover or Inside Pages)	US $ 500

Terms & Conditions

- Deadline for receiving Ads for publishing :

Print / Online	Date
Issue 1	15th March to 15th April
Issue 2	15th July to 15th August
Issue 3	15 November to 15th December

- Exchange rate will be applicable at the time of payment for international orders

Payment:

75 % advance before publishing & 25 % after publishing (print / online)
Service Tax applicable as extra : 12.36%

Bank Details:

Account Name: Consortium eLearning Network Pvt. Ltd
Bank Account No.: 03942000001153
Bank Name: HDFC Bank
IFSC : HDFC0000394
Bank Address: HDFC Bank, Sector-62, NOIDA, U.P. INDIA
Swift Code: HDFCINBBXXX