

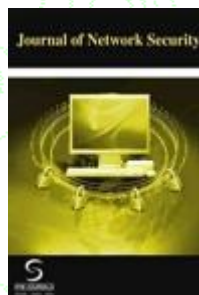
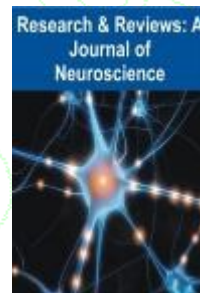
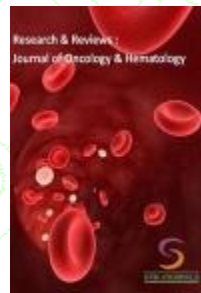


**STM JOURNALS**  
Scientific Technical Medical

# Media Advertising Kit



**2014 – 2015**



**Print Advertising**

**Web Advertising**

**STM JOURNALS**  
Division of Consortium E-Learning Network Private Limited  
ISO: 9001 Certified

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Email [advertising@celnet.in](mailto:advertising@celnet.in) / [info@stmjournals.com](mailto:info@stmjournals.com)

Website [www.stmjournals.com](http://www.stmjournals.com)

## Company Profile

STM Journals, an 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/<br>Telecommunications | Energy          | Engineering & Technology |
| Civil/Construction                            | Medical         | Science                  |
| Pharmaceutical                                | Instrumentation | Biotechnology            |

## Readership Focus Audience of Journals

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

## STM Products

Journals

Reprints

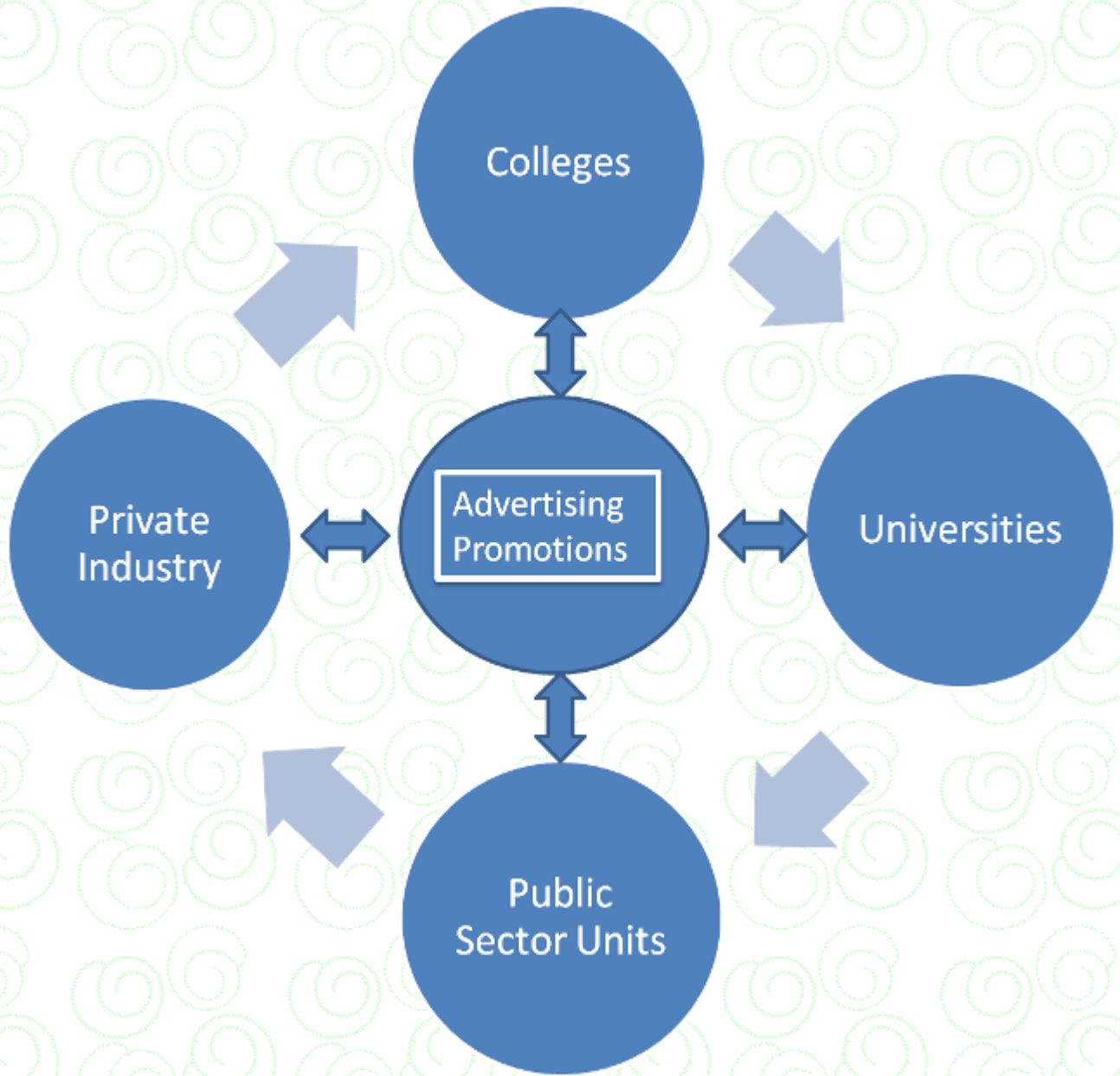
Books

Print Ads

Website

E- Programs

Online Ads



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



## Advertising Card Rates - Journals

### Colour Ads

| Space Options                       | Per Issue—<br>1 Journal | 3 Issues—1 Journal | Per Issue—<br>3 Different Journals | Per 3 Issues—<br>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<br>(Centered)       | 300                     | 750                | 675                                | 2,100                                 |
| Premium Page<br>(Any First 10 page) | 250                     | 625                | 560                                | 1,750                                 |
| Full Page                           | 190                     | 475                | 425                                | 1,330                                 |

| Space Options                       | Per Issue—<br>All 15 Science Journals | Per Issue—<br>All 67 Technical Journals | Per Issue—<br>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<br>(Centered)       | 3,000                                 | 12,000                                  | 4,500                                 |
| Premium Page<br>(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—<br>1 Journal | 3 Issues—1 Journal | Per Issue—3<br>Different Journals | Per 3 Issues—3<br>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<br>Journals | Per Issue—All 67<br>Technical Journals | Per Issue—All 20 Medical<br>Journals |
|-------------------------------------|--------------------------------------|--|--------------------------------------|
|                                     | US\$                                 | US\$                                   | US\$                                 |
| Two page Spread<br>(Centered)       | 2,500                                | 10,000                                 | 3,750                                |
| Premium Page<br>(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 <sup>7/8</sup>"

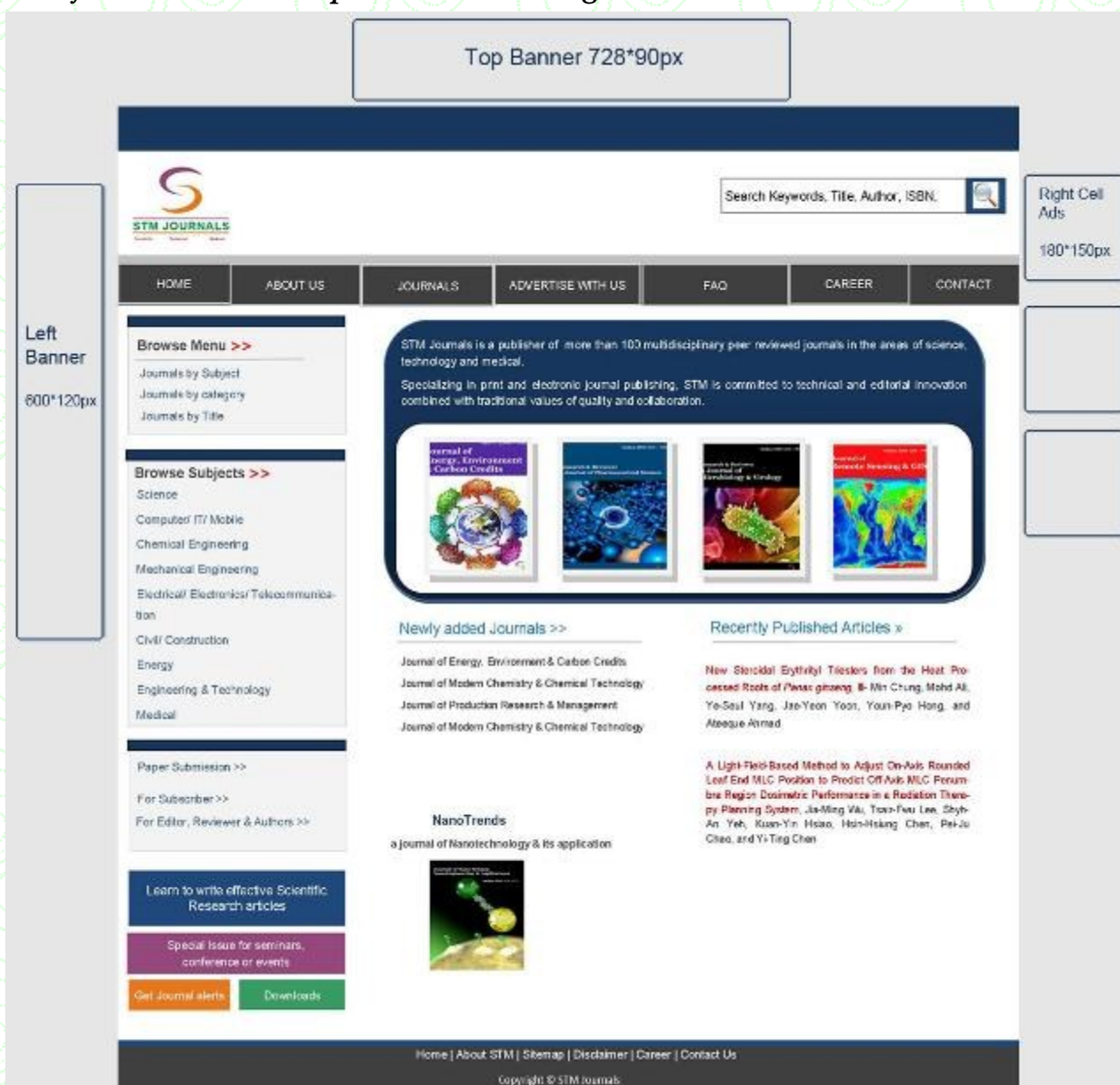
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# Website Advertising

Left Banner

Top Banner

Right Cell



Maximum Size : 100 KB

Card Rates ( Per Month )

| Banner Advertisement Position      | Left Banner<br>600 x 120 Px | Top Banner<br>728 x 90 Px | 1 Right Cell<br>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<br>( Cover or Inside Pages ) | US \$ 500 |

## *Terms & Conditions*

- Deadline for receiving Ads for publishing :

| <b>Print / Online</b> | <b>Date</b>                  |
|-----------------------|------------------------------|
| 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

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