

SILK MARK ORGANISATION OF INDIA

(Sponsored by Central Silk Board, Ministry of Textiles, Govt. of India)

MUMBAI CHAPTER

16, Mittal Chambers, Nariman Point, Mumbai – 400 021

Tel. 2202 0330, 2202 0326, Fx: 2202 0329

NO. SMOI/SMV/2008-09

Dated:

17-7-2008

M/s

Dear Sir,

Sub: - ***SILK MARK VOGUE*** – The gateway to the silk world

Request to release advertisement in Magazine– reg-

Communication is the key to the success of any consumer oriented programs. Keeping this in view the Silk Mark Organization of India (SMOI) is bringing out a News Magazine for the benefit of the silk fraternity in general and SMOI members in particular. The ***SILK MARK VOGUE*** would be a class Magazine dealing with wide range of issues catering to the needs of all sectors of silk value chain including the consumers.

We are all set to release the inaugural issue of SILK MARK VOGUE at the opening ceremony of Silk Mark Expo at Kochi on 4th Sept. 2008. The opening issue will be widely distributed to all sections of the silk community including the silk consumers free of cost. Silk Mark Vogue would be the right media to reach out to your clientele groups both in your supply and consumer chain. I would therefore request you to kindly release your valuable advertisement in our Magazine.

The advertisement Tariff card and the Order Booking form are enclosed. We are grateful for your valuable support in the past and expect to build up a better rapport in future too.

With kind regards,

Yours Sincerely,

(T. D. Koshy)
Editor

Encl: as above

SILK MARK VOGUE

SUBSCRIPTION & ADVERTISEMENT TARIFF

SUBSCRIPTION

Single copy : Rs. 40/-

Annual : Rs. 300/-

ADVERTISEMENT

Sr. No.	Advertisement slot	Single insertion Rs.	Full year Rs.	Technical specification
1	Back cover, colour	4,000	15,000	
2	Front inside cover, colour	3,000	11,000	
3	Back inside cover, colour	2,500	9,000	
4	Full page, colour	2,000	7,000	
5	Full page, black & white	1,200	4,000	
6	Half page colour	1,200	4,000	
7	Half page Black & white	750	2,500	
8	Bottom strip- 5 cm, black & white	500	1,500	

The Editor,
SILK MARK VOGUE,
Magazine section
SMOI, Mumbai Chapter,
16, Mittal Chambers, Nariman Point,
MUMBAI – 400 021

Sir,

Sub: - **Release of Advertisement in *SILK MARK VOGUE***

We are pleased to release our company's advertisement in your SILK MARK VOGUE, as per details given below:

1. Advertisement slot :

2. Single/Full year :

3. Amount being paid : Rs. _____ by Cheque/DD
No. _____
Mumbai” drawn in favour of “SMOI
on _____ bank payable at Mumbai

1. Advt. matter enclosed/: _____
Not enclosed

Authorised

Signatory

Place:

Date :

Order booked by Shri _____ of SMOI _____ Chapter
Under his individual Advt. booking No _____

Signature of booking official

FOR OFFICE USE

1. Advt. slot okayed _____ 2. Name of Issues
booked _____
2. Payment received/not received _____ 4. Advt. matter Received or
not _____

Initial of Executive-in-charge

SUBSCRIPTION FORM FOR
SILK MARK VOGUE

Dated: _____

The Editor,
Silk Mark Vogue,
Silk Mark Organisation of India,
Mumbai Chapter,
16, Mittal Chamber, Nariman Point,
MUMBAI – 400 021

Sir,

Sub: - **ANNUAL SUBSCRIPTION FOR *SILK MARK VOGUE***

I/we would like to subscribe for the ***SILK MARK VOGUE*** published by the Silk Mark organization of India for a period of one year commencing from _____ 2008 to _____ 2009.

The annual subscription fee of Rs. 300/- (Rupees three hundred only) is paid herewith in cash/cheque/DD

No. _____ dated _____ drawn on _____ bank. In favour of “**SMOI, Mumbai**”. (**Out-station cheques at par only accepted**).

Please send the magazine to our mailing address given below:

Yours faithfully,

Authorised Signatory of Company

Encl: Cheque/DD

Subscription order booked by Shri _____ of
SMOI _____ Chapter whose aggregate booking No. is _____

Signature of booking

official

--

FOR USE OF MAGAZINE OFFICE

1. Subscription No. _____ Last issue due _____ Renewal