



## **Advertisement Rates in ICID Quarterly Newsletter**

### **I. Introduction**

The International Commission on Irrigation and Drainage (ICID) is a Scientific, Technical and Voluntary Not-for-profit Non-Governmental International Organization (NGO) with headquarters in New Delhi, India. The Commission is dedicated to enhancing the worldwide supply of food and fibre for all people by improving water and land management and the productivity of irrigated and drained lands through appropriate management of water, environment and application of irrigation, drainage and flood management techniques. The Commission was established in 1950 and now has a membership network of 105 countries across the globe. The activities of the Commission are carried out through 30 technical workbodies involving more than 400 experts from member countries. Thousands of professionals through member countries/ National Committees, international organizations, and from private companies are connected to ICID.

ICID publishes a quarterly Newsletter containing select articles from experts in the field of water resources, irrigation, drainage, flood management, besides other news items of interest to irrigation community across the world. The Newsletter is a flagship publication of ICID and widely circulated to member countries, Government Departments/ Ministries, Office Bearers, International Organizations and individual professionals/ consultants world over. The past issues of the Newsletter can be viewed at < <http://www.icid.org/news.html>>.

### **II. Schedule of Publication of the Quarterly Newsletter in 2009**

The schedule of publication of the Newsletter for the year 2009 will be as follows:

<b>Issue No.</b>	<b>Period</b>	<b>Date of publication</b>	<b>Deadline for receipt of advertisements</b>
2009/1	January – March	28 February 2009	1 February 2009
2009/2	April – June	31 May 2009	1 May 2009
2009/3	July – September	31 August 2009	1 August 2009
2009/4	October – December	30 November 2009	1 November 2009

### **III. Specifications and Rates**

An advertisement can be inserted in different sizes and pages of the Newsletter. The following are the rates for the various sizes and locations:

<b>Sr.No.</b>	<b>Brief Description</b>	<b>Rate (EURO)</b>	
		<b>For one time insertion</b>	<b>For annual (four times) insertions</b>
1	Full back page (w 190 mm x h 227 mm)	500	1800
2	Inside full page (w 190 mm x h 227 mm)	400	1500
3	Inside half page (either w 190 mm x h 124 mm - landscape <b>or</b> w 94 mm x h 249 mm - portrait)	200	700
4	Inside quarter page (w 94 mm x h 124 mm)	150	500
5	Back half page ( dimensions as per 3)	300	1000
6	Back quarter page (dimensions as per 4)	200	700
7	Catalogue (w 61.3 mm x h 35 mm)	75	250

w = width; h = height

These rates will be effective from the first issue of the Newsletter (2009/1) to be published on 28 February 2009. For those opting for annual rates, their advertisements will also be given a FREE insertion on catalogue section of the ICID website <[www.icid.org](http://www.icid.org)> for the full year.

#### **IV. Form of submission**

The advertisement matter may be submitted either in the form of art work or electronically in any popular graphical format (TIFF/PSD/EPS etc.) in high resolution (300 dpi+) and as per the deadline shown in para III.

Three complimentary copies of the Newsletter will be sent by post to the client agency/ company /organisation.

#### **V. Mode of payment**

The payment is to be made in EUROS or equivalent US Dollars at the prevailing conversion rate in the following ways;

- By Bank Draft in EUROS in favour of INTERNATIONAL COMMISSION ON IRRIGATION AND DRAINAGE and maybe on any bank.

Account No. SPL.DEP.EURO A/c  
International Commission on Irrigation and Drainage  
Canara Bank Diplomatic Enclave Branch  
Chanakyapuri  
NEW DELHI - 110021  
INDIA  
Swift Code: CNRBINBBDFS

(Please note that the Account No. has no numerals)

- By Bank Draft in US Dollars in favour of INTERNATIONAL COMMISSION ON IRRIGATION AND DRAINAGE and maybe on any bank on the following account.

Account No. SPL.DEP.USD A/c  
International Commission on Irrigation and Drainage  
CANARA Bank, Diplomatic Enclave Branch  
Chanakyapuri, New Delhi 110 021, India  
Swift Code: CNRBINBBDFS

- By Bank Transfer to ICID's Account ( as per above) in New Delhi, India
- By Credit Card with required details

#### **VI. Contacts**

The Secretary  
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