

# CAREER

## DIRECTORY

THIRD EDITION



ENGINEERING

?

MEDICAL

MANAGEMENT

## ABOUT CAREER DIRECTORY

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Education today is an effective means of communication. It helps in the sharing of information and knowledge from one generation to the other. While the repository of knowledge is constantly being replenished, the mode of delivery also needs consistent improvisation.

We at SAPE are coming up with 3<sup>rd</sup> edition of "Career Directory" to be published in January 2014. This directory would comprise of a preview on a wide range of career alternatives along with the institute details offering the respective career courses all over India. Copies of the Directory will be distributed to about 2000 schools in North-East states and 10 Indian cities and 6 International cities through our Education Fairs.

We have been associated with the North Eastern Government and working for their various educational projects. Also we have a special tie-up with the North East Government for the mass distribution of the book. This would provide the aspiring students an insight about your reputed institute and the various courses offered.

Reach of newspaper in North-East states is very less; hence the Career Directory can reach the most distant schools due to our tie-up with the Government, thus providing a cost-effective medium for the institutes. It opens a gateway for the institutes to explore North-East and neighboring countries student market.

We would hereby request your participation by means of advertisement in our Career Directory which will provide details about your esteemed institution to the aspiring students.



## WHY ADVERTISE IN CAREER DIRECTORY

### REACH

- ◆ Special tie-up with North Eastern Government for distribution of Directory to the school students and libraries.
- ◆ Serve as a common link between the students and you as we have been working in close contact for various North Eastern Government educational and career guidance project.
- ◆ The first ever medium to bring the students and institute on the common platform by conducting Educational fairs in far flung places and neighboring countries. This help you reach the maximum target students at one time which physically and other medium time consuming and expensive.

### CIRCULATION

- ◆ SAPE organizes 15 Education fair in India and 5 International cities every year and interacts with more than 50,000 students through Fair. Your Institute advertisement will reach the maximum target students.
- ◆ Data base from Education fairs from across India and neighboring countries will benefit the participating institute in terms of availing prospective students.

[www.collegeofindia.org](http://www.collegeofindia.org) a leading education portal from SAPE yet another medium give your institute online visibility.

- ◆ Have proved to be an established name in the education sector for more than one decade, through our recognized collaboration and presence in the field of education. SAPE today became the biggest medium between students and the institute of India.



## ADVERTISEMENT TARIFF

PRINT AREA 17.5 CM X 24 CM

TOTAL NUMBER OF COPIES 30,000 (FIRST PRINT)

|                             |              |
|-----------------------------|--------------|
| FULL PAGE COLOUR            | ₹ 50,000/-   |
| HALF PAGE COLOUR            | ₹ 30,000/-   |
| BACK COVER COLOUR           | ₹ 1,00,000/- |
| INSIDE COVER COLOUR         | ₹ 80,000/-   |
| DOUBLE SPREAD COLOUR        | ₹ 1,60,000/- |
| FRONT INSIDE PAGE           |              |
| DOUBLE SPREAD COLOUR BACK   | ₹ 1,30,000/- |
| DOUBLE SPREAD COLOUR INSIDE | ₹ 1,10,000/- |
| INSTITUTE LISTING           | ₹ 2,000/-    |

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