

YOCCee – www.yocee.in - the website for the young people of Chennai is bringing out a directory of resources for children for the first time in the city of Chennai.

The directory lists all the places / resources of after school activities for the school going children. More than 100 pages of useful information for the family to keep the kids busy and learning. 5000 copies will be circulated across Chennai.

The directory will be released on April 2, 2010. Price Rs. 20

The advertisement rates are:

COLOUR

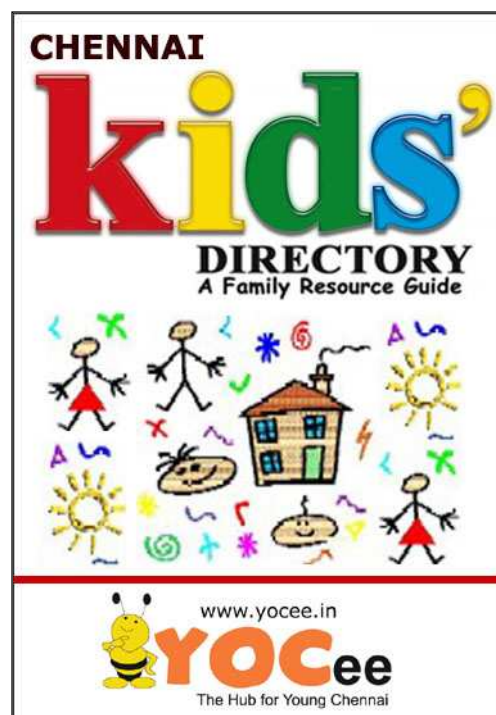
Premium pages:

Back Cover	- Rs. 5000
Inside Cover (Front)	- Rs. 4500
Inside Cover (Back)	- Rs. 4000

Inside pages (Full page)	- Rs. 3500

BLACK AND WHITE

Full page	- Rs. 2400
Half Page	- Rs. 1200
Quarter pg. (Horizontal only)	- Rs. 600
Display ads	- Rs. 200
Highlighted line ads	- Rs. 100



Ad size (approx.)

Full page	- 7.5 inches height by 4.5 inches width
Half page	- 3.5 inches height by 4.5 inches width
Quarter page	- 1.5 inches height by 4.5 inches width
Display ads	- 1.25 inches height by 1.5 inches width

Note: Booking of ads on first-come-first-serve basis