



## Request for Advertisement in IIT Bombay Alumni Association's Quarterly Magazine 'Fundamatics'

IITBAA has recently launched our very own **quarterly** Alumni magazine, **FUNDAMATICS**. The inaugural issue was unveiled at IITB campus on Alumni Day, 25<sup>th</sup> December 2011 and has already received an excellent response from the alumni community. It features quality content from alumni across the globe including Directors of other IITs, eminent politicians, world renowned economists, bestselling authors, nation's policy makers, mountaineers, industry czars and many others.

The Jan issue will always be the bumper issue of approximately 200 pages while the other 3 will be about half that size between 72 to 98 pages. The hardcopy of the magazine at present has a print run of 1000+ which will be rapidly scaled up as subscriptions start flowing in. Our Target is to reach circulation figures of 5000+ by the end of 2012. In addition we have an online version (in a e-zine format) which is accessed by over 37,000 alumni across the globe.

This creates an excellent opportunity for advertising to this select group of alumni from far corners of the globe. You could share information about your products and services as well as put in advertisements tailored purely towards recruitment from this pool. The ad package has been priced at very reasonable rates (attached form contains all details) and we would encourage all potential advertisers to take advantage of the annual package which provides excellent value for money. This advertisement is sure to get you significant mileage for your business from this association with the IIT Bombay alumni.

We look forward to hearing from you at the earliest opportunity. For more information, please contact us at [fundamatics@iitbombay.org](mailto:fundamatics@iitbombay.org).

With best regards,  
Yours sincerely,

**Damayanti Bhattacharya COO**  
E Mail: [coo.iitbaa@gmail.com](mailto:coo.iitbaa@gmail.com), (M) 9769868560

### **IIT Bombay Alumni Association**

Indian Institute of Technology Bombay, 1st Floor, Gulmohar Building, I.I.T. Powai, Mumbai 400 076 Tel:  
+91 22 2576 7019/7086, +91 22 2572 0050; E-mail: [iitbaa@iitbombay.org](mailto:iitbaa@iitbombay.org)



## Form for Advertising in 'Fundamatics'

IITBAA appreciates your support of its Magazine. Please send the duly filled form below along with the artwork to Ms. Damayanti Bhattacharya by email at "fundamatics" <fundamatics@iitbombay.org> or by courier to the following addresses before **Feb 20<sup>th</sup>, 2012**. Thank you.

To,  
The COO,  
IIT-Bombay Alumni Association  
Indian Institute of Technology - Bombay  
1<sup>st</sup> Floor, Gulmohar Building  
I.I.T. Powai, Mumbai 400 076

Date: \_\_\_\_\_

Dear Madam,

We would like to insert the following advertisement in Fundamatics, the - Quarterly Magazine of IIT-Bombay Alumni Association".

Tick any one option.

- To be published in March 2012 issue
- To be published in the Year 2012 (all 4 issues)

Name of Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

				<b>For one issue</b>		<b>For 2012</b>
<b>Advertisement Size</b> (Tick-off one)	<input type="checkbox"/> Full page	7" x 9"	(Rs. 17,500)	<input type="checkbox"/>		(Rs. 62,500)
	<input type="checkbox"/> Half page	7" x 4.5"	(Rs. 10,000)	<input type="checkbox"/>		(Rs. 37,500)
	<input type="checkbox"/> Double page insert	7" x 14"	(Rs. 70,000)	<input type="checkbox"/>		(Rs. 2, 50,000)
	<input type="checkbox"/> Inside cover (front)	7" x 9"	(Rs. 50,000)	<input type="checkbox"/>		(Rs. 1, 87,000)
	<input type="checkbox"/> Inside cover (Back)	7" x 9"	(Rs. 50,000)	<input type="checkbox"/>		(Rs. 1, 87, 000)

**Artwork Details:** File Type- PDF (preferred) / CorelDraw / Illustrator /  
File Name-\_\_\_\_\_ Size- \_\_\_\_\_ MB  
Sent by - E-mail / on CD (by courier) Please include required fonts - TTF / Type-1)

**Payment Details:** Cheque/DD in the name of "IIT Bombay Alumni Association", payable at Mumbai  
No. \_\_\_\_\_ Date \_\_\_\_\_  
Bank & Branch \_\_\_\_\_

Thanking you,  
Yours truly,

\_\_\_\_\_  
Name & Designation of Contact Person  
Phone- \_\_\_\_\_  
E-mail- \_\_\_\_\_

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