



Prabuddha Bharata

(Advertisement Form)

Postal Address **Advaita Ashrama**
5 Dehi Entally Road, Kolkata 700014
West Bengal, India

Phone 91-33-216 4000/244 0898/245 2383
Fax 91-33-245 0050
Email advaita@vsnl.com

Swami Vivekananda's appearance at the World Parliament of Religions, Chicago, in 1893 was an epoch-making event for the Indian Socio-religious culture. For the first time, in hundreds of years, Indians realized that they were not second-class citizens in the world arena. They became conscious of their own strength; proud of their society, culture, and religion; ready to learn from their past mistakes; and fully geared up to meet the world in coming centuries. Youths in hundreds came forward to dedicate themselves to serve Mother India at the call of Swamiji.

On the other side, western people became tremendously interested in knowing more about the life-saving philosophy of India, to learn to overcome their petty self, to find the Oneness of the Universe. Many accepted the discipleship of Swamiji and dedicated themselves to learn Vedanta.

To Keep the flame of enthusiasm blazing in the hearts of all these inspired persons, as well as to spread the message of Vedanta all over the world, Swamiji had Prabuddha Bharata started in 1896. Since then this magazine, brought out from Mayavati, situated in the lap of the Himalayas, has continued to be the beacon lamp for all those who wish to lead a meaningful life, dedicating themselves to something which is higher than mere sense life. In its service of more than 100 years, it has influenced readers from all over the world, and today it has found a premier place in the world of literature, art, culture, religion and philosophy.

ADVERTISEMENT RATES

	One	Three	Six	Twelve
Half Page (Rs.)	1500	4000	7500	13000
Full Page (Rs.)	2500	6500	12000	22000
2nd/3rd Page (Rs.)	3000	8000	15000	27000
Special Page (Rs.)	5000	13500	25000	45000

MECHANICAL DATA

Size of the Magazine	24cm x 18cm
Print Area	20cm x 15.5cm
Medium of Print	Photo Offset
Acceptable form of Advertisement Matter	Text / Art pull / Film Positive

Prabuddha Bharata
ADVERTISEMENT CONTRACT FORM

To
The Manager
Advaita Ashrama
5 Dehi Entally Road, Kolkata 700014
West Bengal, India

Dear Sir,

Please reserve for us the space detailed below for our advertisement in Prabuddha Bharata under the terms and conditions as mentioned.

Advertisement matter is enclosed / being sent separately. We agree to pay the amount in advance / immediately after the bill is received by us.

Space

Amount

Name of the Party

Address

.....
.....
.....

Yours truly,

(Cheque / draft may please be drawn in favour of **ADVAITA ASHRAMA, CALCUTTA**)

TERMS AND CONDITIONS FOR ADVERTISEMENT

1. Advertisement matter must be good in taste. Cheap advertisements are not accepted.
2. Advertisement charges are payable either in advance or within 7 days from the receipt of the bills.
3. Cheques / Drafts are to be **CROSSED** and drawn in favour of **ADVAITA ASHRAMA, CALCUTTA**.
4. Demands for refund of cheques remitted for advertisements accepted shall not be entertained.
5. No guarantee can be given for the insertions of any advertisements in any particular position, but every effort will be made to comply with the advertiser's request.
6. Only film positives / art pull / matter are accepted.
7. Bills in duplicate are sent along with one voucher copy of the magazine in which the advertisement matter appeared.
8. Payments cannot be refused on the grounds of defective insertion of the advertisement. If need be, a fresh insertion will be made.