

**Magazine Advertisement Purchase Order Form**

Organization/Institution: \_\_\_\_\_

Address: \_\_\_\_\_ Phone(s): \_\_\_\_\_  
 \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_ Website: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Advertisement Packages**

Placement Options	1 Month		6 Months		12 Months	
	Black	Coloured	Black	Coloured	Black	Coloured
Front Cover (Inside)	USD 550\$	USD 1,100\$	USD 3,080\$	USD 6,160\$	USD 5,600\$	USD 11,200\$
Back Cover (Inside)	USD 450\$	USD 900\$	USD 1,960\$	USD 3,920\$	USD 3,360\$	USD 6,720\$
Back Cover	N/A	USD 1,800\$	N/A	USD 10,080\$	N/A	USD 17,000\$
Inside Page	USD 250\$	USD 500\$	USD 1,400\$	USD 2,800\$	USD 2,240\$	USD 4,480\$

Which Month's Edition Will Your Ad Appear In?  
 \_\_\_\_\_

Specify the placement:  
 Front Cover (Inside)       Inside Page  
 Back Cover (Inside)  
 Back Cover

Specify the page type:  
 Black & White  
 Coloured

Specify the period:  
 1 Month  
 6 Months  
 12 Months

We undertake to abide by the terms and conditions:

Signature of Authorized Person & Seal \_\_\_\_\_ Date DD MM YY \_\_\_\_\_

Herewith enclosed \_\_\_\_\_ receipt as the total amount for StudyAbroad Magazine advertisement purchase order.

Note: All the payments should be made in favour of "Monthly Study Abroad International" by Crossed-Cheque or Telegraphic Transfer.

**Terms & Conditions**

01. Advertisements must conform to the Pakistan Code of Advertising Practice and must accurately reflect the product and or service being advertised.
02. Advertisements are subject to the publisher's approval and must always be recognizable as such and not resemble editorial matter.
03. All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
04. Advertisements should be inline with our policies and ethos. As such certain types of advert and promotions may not be permitted within the magazine.
05. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication dead-line date.
06. The publisher reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
07. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non publication from any cause whatsoever.
08. The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
09. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
10. Artwork should be supplied as an electronic image file, via email to [magazine@studyabroadpk.com](mailto:magazine@studyabroadpk.com) or on CD and posted to the publisher address, in the following formats: tiff, jpeg, cdr, PDF, scaled to print size at 300 dpi (indicate if image is layered). Variant also offers an in-house design service: copy set and prepared by Variant (artwork, repro work, setting or amendments) +15%. Full colour (unless otherwise stated) +20%.
11. Payment for all advertisements is due on receipt of booking unless a credit account has been opened. Credit can be extended subject to satisfactory credit checks. Credit Account Invoices for display advertisements must be settled within 30 days of issue.
12. By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
13. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
14. Repeat adverts. If publisher is asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise.
15. Neither the publisher or its contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advert or from any errors or omissions contained in published copy/advert.
16. Material which in the publisher's opinion could be considered offensive to readers will be censored or omitted from the publication. Where possible you will be advised to supply alternative copy.

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