

The Confederation of Real Estate Developers' Associations of India (CREDAI) with Dun & Bradstreet (D&B), the world's leading provider of business information, knowledge and insight are pleased to announce the launch of '**CREDAI Real Estate Awards 2012**'. These awards will felicitate leading real estate projects in residential, commercial, retail and township segments. The winners will be chosen by an independent jury.

CREDAI will also come out with **Coffee Table book 'India's Leading Real Estate Companies 2012' after the award show.**

The publication will profile India's leading real estate companies and will feature the award winning projects of **CREDAI Real Estate Awards 2012**.

Real estate companies could opt for wider coverage in the publication through various modes of participation like advertorials and write up.

### **Advertorial Offerings**

- Advertorial will include detailed profiles of the participating real estate companies covering:
  - Corporate history, information on the promoters, Business objectives.
  - Business and operational highlights such as joint ventures / tie ups etc.
  - Snapshot of products and services offered.
  - Key facts
  - Chairman Speak: Half page interview with the CEO / MD with a photograph
  - Other business initiatives and future plans.

### **Deliverables**

- Wide exposure among Real Estate companies, Leading IT companies, Leading HNIs, Leading ITeS & BPO Companies, Govt. of India Allied Ministries, Stock Exchanges, Top Corporate Houses, Financial Institutions, Banks, Mutual Fund Houses, Equity Broking Firms, Insurance, Consulates, Consultancy Firms.
- Special event for the launch of the publication and awards ceremony.
- An opportunity for networking and business development at the launch event

### **Target audience for the Publication: Coffee Table Book**

- Leading Real Estate, Infrastructure companies throughout the country
- Government of India allied Ministries and Agencies
- Chamber of Commerce, Consultancy Firms & Indian Embassies globally
- Fortune 500 Companies
- Stock Exchanges globally
- Banks, FI's, FIIs, NBFC's
- Mutual Funds, Venture Capitalists and Stock Broking Firms in India & globally

Kindly refer the rates in the below table:

| Advertorials / Write up              | Commercial Terms in INR<br>(Plus taxes as applicable) |
|--------------------------------------|---|
| Inside Cover - Double Spread (Front) | 10.00 Lacs (sold out)                                 |
| Inside Cover Double Spread (Back)    | 8.00 Lacs (Sold Out)                                  |
| One Full Page – for CREDAI Members   | 3.00 Lacs   |
| Double Spread - for CREDAI Members   | 5.00 Lacs   |

**Kindly note the following:**

- 10,000 copies will be printed of Coffee table book.
- Last Date for receiving the Advertorial along with the Payment is Monday, 6<sup>th</sup> August 2012.
- At Par Cheque/ DD in favour of 'CREDAI' Payable at New Delhi & send it to CREDAI National Secretariat.

One Registration is complimentary with every single page advertorial in coffee table book (excluding stay).

**Details about Dimensions for advertorial in Coffee table:**

**Double spread advertorial**

**Size:** 534mmX 305mm

With cutting marks and extra 10mm bleed Inside & 5mm bleed Outside from all four sides also 20mm gutter space from center

**Format:** CDR 13 or lower with 300dpi resolution open file with font

**One page advertorial**

**Size:** 267mm X 305mm

With cutting marks and extra 10mm bleed inside & 5mm bleed outside from all four sides

**Format:** CDR 13 or lower with 300dpi resolution CTC file

For further information, related to advertorial in coffee table book,

|                             |                     |                            |
|-----------------------------|---------------------|----------------------------|
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