

RATES FOR ADVERTISEMENT

| A) AARDO Publications | | | | | | |
|-------------------------------|---|---|--|--|---|--|
| | | Annual Report | AARDO Newsletter | African-Asian Journal of Rural Development | International/ Regional Workshop/Seminar | |
| | | (11 X 8.5 inches) | (11 X 8.5 inches) | (9.5 X 6 inches) | (9.5 X 7 inches) | |
| No. of Copies printed | | 400 | 275 | 250 | 200 | |
| | | (US \$) | (US \$) | (US \$) | (US \$) | |
| Back Cover | | | | | | |
| 1 | Colour | 500 | - | 400 | 250 | |
| Inner Back Cover (III) | | | | | | |
| 2 | Colour | 350 | - | 300 | 200 | |
| Inside Full Page | | | | | | |
| 3 | Colour | 300 | 300 | 200 | 150 | |
| 4 | B & W | | - | 150 | 100 | |
| Inside Half page | | | | | | |
| 5 | Colour | 200 | 200 | - | - | |
| 6 | B & W | | - | 100 | 100 | |
| B. AARDO Website | | | | | | |
| | Top Banner (250pixels!wide x 205 pixels!high or 3.5"X3") | Bottom Banner (1050 pixels!wide x 140 pixels!high or 14.5"X2") | Bottom Banner (250pixels!wide x 205 pixels!high or 3.5"X3") | Side Banner (250pixels!wide x 205 pixels!high or 3.5"X3") | Side Banner (big) (183 pixels!wide x 275 pixels!high or 2.5"X4") | |
| | US \$ | US \$ | US \$ | US \$ | US \$ | |
| Home Page | | | | | | |
| 30 days | 140 | 170 | 90 | 110 | 90 | |
| 15 Days | 80 | 90 | 50 | 60 | 60 | |
| Inside Page | | | | | | |
| 30 days | 120 | 140 | 80 | 90 | 50 | |
| 15 Days | 60 | 80 | 40 | 50 | 30 | |
| Designing | | | | | | |
| Flash | 50 | 80 | 50 | 50 | 60 | |
| Image | 15 | 50 | 15 | 20 | 30 | |

Rates in US \$ or equivalent in local currency

Terms & Conditions:

- i. The payment to be made through cheque or Demand Draft in favour of "**Secretary General, African-Asian Rural Development Organization**", payable at New Delhi. The Bank details can be provided in case of e-payment.
- ii. In case of any dispute, AARDO has the right to remove the advertisement
- iii. The banner design would be provided by the advertiser.
- iv. The size of the .JPEG / .GIF / .PNG banner has to be less than 600 kb
- v. The size of the Flash banner has to be less than 1Mb
- vi. The size of the Text advertisement will not exceed size of the frame
- vii. AARDO does not track hits of the advertisement
- viii. 100% payment has to be made in advance
- ix. Maximum number of advertisements in Sidebar cannot exceed 4 in Rotational order

Disclaimer Note:

AARDO does not subscribe or support any advertisement and dissociates itself from the advertiser, who would be solely responsible for the content, impact and consequences of his/her advertisement AARDO reserves the right, in case of disputes and controversies, to remove any advertisement without the obligation to submit any explanations or compensations.

**Indicative list of Products & Services for Advertisement
in AARDO's Publications and website**

Farm Implements and Tools : Irrigation equipment, farm transport, irrigation pump sets, pesticides sprayer machines, tractors, Tiller, Seed drill, air seeders or precision gun; Transplanter; Harvester or combine Equipment for transportation or moving soil such as a backhoe, front-end loader or motorized cart; Heaters; Climate Controls tools; Ventilation Equipment; Misting Systems; Benches & Shelves; Grow Lights, Greenhouse Plastics Containers & Pots, Greenhouse Electrical, Agricultural Equipment Rental, Fertilizer suppliers, Seeds suppliers, etc;

Vegetable Production : Quality Seed Production, Weed Control Equipment, Mulch Grades, Mulch Color, Drip Irrigation, Coulter Attachments, packing barn or shed;

Livestock farming : Cattle / Fodder Truck, Feed Mill, Fodder Mill, Chaff Cutters, Baler, Mud Pump, Pressure washers, Milking Equipment, Feed basket, Fodder block machine, Fodder Harvester, Shiftable Electric Fencing, Silpaulin Sheets, Fodder compacting Press, etc;

Fish Farming- Mechanical Filtration, Diffused Aeration, Diffusers - air or oxygen, Water Quality Testing, Pumps, Fish Transport, Fish Feeders, Scare heron, Dip Nets, etc;

Poultry Production - Reflectors/ Hovers, Manual drinker, Nipple drinker, Linear feeder, Circular feeder, Shell grit box, Automatic feeder, Incubator, Chick box, Ventilation Fan, Laying Nest, Egg Washer, etc.;

Bee Keeping-Brush- Scraper/hive tool, Wax cutter or knife either normal or electrical, Wax heating pot, Wax sheet maker, Comb puller, Feeder pot, Moisture indicator, Beekeepers veil, Safety shoes, Hand Gloves, Harvester or Honey Extractor – Manual and Automatic, Sugar Syrup making pot, Sieve or filter to clean syrup or honey, Cone/Funnel to pour honey; Education & training services like Sustainable Farm Consulting, Corp Insurance, Agro tourism, etc.

Technology in Agriculture and the Food processing sector: Biotechnology, Information technology (IT enabled farm production), Precision Farming (GIS, GPS RS), Nano technology; Conservation technology; Post-harvest processing and packaging storage technology; Farm management software, Smart Agri Solutions etc.

Energy: Renewable energy technology

Housing: Low-cost housing technology