

66th FOUNDATION DAY & 16th NATIONAL MANAGEMENT DAY

Thriving on uncertainty: Managing radical change

All India Management Association (AIMA) - the apex body for Management in the country, celebrates its Foundation Day on 21st February every year. This special day also coincides with the National Management Day which is celebrated by the AIMA network of 66 Local Management Associations (LMAs) all over the country. The theme for this year's Foundation Day and National Management Day is 'Thriving on uncertainty: Managing radical change'.

AIMA's 66th Foundation Day & 16th National Management Day is being held digitally this year, and will reach out to a much larger audience!

The programme will be held on a specially curated digital platform. Live streaming on AIMA's YouTube, Facebook and Twitter channels will also increase viewership by several thousand.

On this occasion, we present the AIMA Awards of Excellence to distinguished professionals. These awards have been presented to leading corporates, scientists, bureaucrats and academicians in the past.

The winners of the awards this year include:

**AIMA JRD Tata Award for Corporate Leadership presented to
Pawan Munjal, Chairman and CEO, Hero MotoCorp**

**AIMA Life Time Achievement Award for Management presented to
Harsh C. Mariwala, Chairman, Marico Limited**

**AIMA Public Service Excellence Award presented to
Anonymous Front Line workers**

DIGITAL INTERACTIVE SOUVENIR

To mark the occasion, AIMA is bringing out a special Digital Interactive Souvenir. The Souvenir will be responsive, with embedded videos & links. It will be shared real time with delegates, members and posted on AIMA website and social media platforms – which have a combined reach of over 5 lacs!

Benefits at a Glance

- Responsive ads with embedded videos and links
- Shared with 3000+ delegates and 38000 members
- Reach of over 5 lac via AIMA website and social media channels
- Longer shelf life including option to download
- Interactive and responsive

Principal Co-Sponsors



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Knowledge Partner



SPECIAL ADVERTISING RATES

Position	Base Rate (excluding GST)	Website URL and Contact Us hyperlinked	Website URL, Contact Us hyperlinked and Video embedded
Inside Front Cover* - Booked	₹ 75,000/-	complimentary	complimentary
Page 1 (first right hand side)* - Booked	₹ 75,000/-	complimentary	complimentary
Page 6 left hand (next to contents)*	₹ 75,000/-	complimentary	complimentary
Page 2 left hand (next to flyleaf)*	₹ 50,000/-	complimentary	complimentary
Chairperson's Message (Premium placement per page) NEW	₹ 50,000/-	complimentary	complimentary
Left Hand side Next to Foundation Day Theme* - Booked	₹ 50,000/-	complimentary	complimentary
Left hand side Next to About AIMA*	₹ 50,000/-	complimentary	complimentary
Left hand side Next to Event Calendar*	₹ 50,000/-	complimentary	complimentary
Year Showcase (2 Pages) NEW	₹ 45,000/-	complimentary	complimentary
Double spread	₹ 40,000/-	₹ 42,500/-	₹ 45,000/-
Back Cover (+ one full page free) - Booked	₹ 40,000/-	₹ 42,500/-	₹ 45,000/-
Full page (next to article)	₹ 30,000/-	₹ 32,500/-	₹ 35,000/-
Full Page	₹ 25,000/-	₹ 27,500/-	₹ 30,000/-
Advertorial (only brand promotional content)	₹ 25,000/- per page	₹ 27,500/-	₹ 30,000/-

*On first come first serve basis as these are single positions

- **Plus 18% GST on the above rates**
- **Last date to submit the artwork is 15th February 2022**

To see the sample of ebook souvenir and advertisement placement, please

[CLICK HERE](#)

ADVERTISING GUIDELINES

Advertisements

Size

- Full page** cut size is W210 X H297mm
- Bleed size is W216 X H303mm (including 3mm bleed)
- All live text should be 8mm inside from cutting
- Non-bleed size is W195 X H282mm

- Double spread** cut size is W420 X H297mm
- Bleed size is W426 X H303mm (including 3mm bleed)
- All live text should be 8mm inside from cutting
- Non-bleed size is W405 X H282mm

- Format – ONLY high resolution pdf files will be accepted (minimum 300 dpi)
- Hyperlinking will be done of Website URL and 'Contact Us' only if included in package
- Portion / content on ad to be linked has to be specified by the advertiser, with corresponding urls provided

Videos

- Video of advertiser can be integrated in the ad if included in package or subscribed to
- Duration of video should not exceed 7 minutes
- Only a link to the video will be accepted. There is no provision to host third party videos
- Advertisers have to clearly specify which portion of the ad will carry the embedded video

- Videos can only be commercials or product promotional in nature. Video messages, AVs, presentations, personal opinions etc will not be carried.
- AIMA reserves the right to refuse embedding the video if it doesn't meet the above guidelines

Advertorials

- Advertorial content can only be product/brand promotional in nature. Features, articles, personal opinions, case studies etc will not be carried
- Price of advertorial is per page
- Maximum word count per page:
 - 650 words (with no images)
 - 500 words (with 1 image/infographic)
 - 400 words (with 2 images/infographic)
- Font size of pages are fixed and will not be reduced to accommodate content
- Advertisers will have to provide accurate and proofed content along with images. AIMA will reproduce the content as received and will not be liable for any errors or mistakes in given material, neither for quality of images provided
- No advertorial will be hyperlinked or have videos embedded
- All advertorial pages will be marked as 'ADVERTORIAL' on top right hand corner
- AIMA reserves the right to refuse publishing the advertorial if it doesn't meet the above guidelines

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