

# 48th National Management Convention

Beyond Recovery:  
New Rules of the Game

22-23 September, 2021  
ONLINE

The National Management Convention (NMC) is AIMA's flagship event which focuses on a topical theme of national importance every year. The Convention will be addressed by India's top leadership from politics, business and intelligentsia, as well as global thought leaders who will share their views on the theme 'Beyond Recovery: New Rules of the Game'

**AIMA's 48th NMC is being held digitally this year, and will reach out to a much larger audience!**

We aim to attract over 5000 delegates to join this year's Convention, which will be held on a specially curated digital platform. Live streaming on AIMA's YouTube, Face Book and Twitter channels will also increase viewer ship by several thousands.

## 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 5000+ 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

## SPECIAL ADVERTISING RATES

Position	Base Rate	Website URL and Contact Us hyperlinked	Website URL, Contact Us hyperlinked and Video embedded
Inside Front Cover*	₹ 75,000/-	complimentary	complimentary
Page 1 (first right hand side)*	₹ 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) <b>NEW</b>	₹ 50,000/-	complimentary	complimentary
Left Hand side Next to Convention Note *	₹ 50,000/-	complimentary	complimentary
Left hand side Next to Speaker's Profile	₹ 50,000/-	complimentary	complimentary
Left hand side Next to Event Calendar *	₹ 50,000/-	complimentary	complimentary
Year Showcase (2 Pages) * <b>NEW</b>	₹ 45,000/-	complimentary	complimentary
Back Cover (+ one full page free) *	₹ 40,000/-	₹ 42,500/-	₹ 45,000/-
Double spread	₹ 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

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

For more details, please contact

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