



VOICE OF FRESHNESS



### Why subscribe?

The cold chain industry in India is on a manifold growth path and has even got the coveted 'infrastructure status' by the Government. This is where we all foresee the growth and economic action. You can't afford to be left behind with all the expansion and modernization in the important segment. We bring you all the breaking news, views & developments in the vital cold chain segment.

ICE is the only magazine for the Indian cold chain industry and is backed by both the GCCA of USA and the Indian Cold Chain Enterprise with over 2000 prestigious industries as its members. It is circulated among the cold chain industrial fraternity, its affiliates and government departments. With a circulation of over 40,000, apart from 10,000 copies going overseas during various cold chain expositions – the magazine touches all those who matter at the helms of cold chain industry. ICE gives you a chance to be where it aspires....always in the mind space of the industry leaders, partners and think-tanks. Make ICE your image partner now!

Advertising with ICE is as easy as calling our team: Purnima Rawat (09899862848) or Sumit Das (09650056674). You can also mail us at [ice.coldchain@gmail.com](mailto:ice.coldchain@gmail.com).

Subscribing to the bimonthly ICE (Voice of Freshness) – an Indian Cold Chain Enterprise initiative is as easy as calling our team: Shalini Thakur (09654657633) & Sumit Das (09650056674). You can also mail us at [ice.coldchain@gmail.com](mailto:ice.coldchain@gmail.com).

### SUBSCRIBER DETAILS

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I am interested in receiving mail about the Cold Chain Industry?  YES  NO

Please select appropriate box below:  New Subscription  Renewal of Subscription

### SUBSCRIPTION DETAILS

INDIA	OVERSEAS
1 Year — 6 issues Rs. 600/- <input type="checkbox"/>	1 Year — 6 issues US\$ 50 <input type="checkbox"/>
2 Year — 12 issues Rs. 1000/- <input type="checkbox"/>	2 Year — 12 issues US\$ 100 <input type="checkbox"/>

### PAYMENT METHOD

Cheque / Money Order - Please make cheques payable to i2i Consulting.  
 Direct debit - Name of Bank HDFC A/c \_\_\_\_\_



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### TARIFF SHEET

Position	Single issue	6 month package 3 issue	12 month package 6 issue
Full Page	50,000	1,25,000	2,25,000
Half Page	30,000	75,000	1,35,000
Quarter Page	20,000	50,000	90,000
Inside Front Cover	80,000	2,00,000	3,60,000
Inside Back Cover	70,000	1,75,000	3,15,000
Back Cover	90,000	2,20,000	4,05,000
Classified	5,000	12,000	22,500

\*\* All rates in INR, for Overseas Clients, current conversion USD rates applicable.

### TECHNICAL SPECIFICATIONS

**Full Page:** Bleed: 215 (W) x 285 mm (H) + Bleed Allowance.  
Non Bleed: 185 (W) x 255 (H) mm.  
Non Bleed: 185 (W) + 120 (H) mm.

**Quarter Page:** 100 (W) x 135 (H) mm.

**Classified Size:** 57 (W) x 255 (H) mm .

**Bleed allowance:** Bleed allowance allow 3 mm on either side for width and height. To ensure that live matter is not cut in the trimming it should be well within 8 mm from cut marks on the width side and height wise.



### ADVERTISING TERMS & CONDITIONS

Advertising booked in ICE, the Industry Cold Chain Exposition are subject to the following terms and conditions:

#### Ad Options:

1. All advertisements are booked on a first-confirmed first-in basis.
2. Guaranteed positions will be charged a premium of 30% over the card rate for the option.

#### Ad Material:

1. Advertisement materials are accepted only if they are print-ready and adhere to all specifications of the magazine.
2. Print-ready means high resolution PDF or EPS format in a CD/DVD in the correct size as per the mechanical specification along with a colour proof.
3. Advertisement material arriving in any other format other than print ready

are accepted under condition that the advertiser bears all risk for any variation or inconsistency that may inadvertently occur during printing.

#### Ad Material Deadlines:

1. Advertising material must always reach the office of i2i Consulting before the advertising material deadline.
2. Advertisement material arriving after deadline, lose the position guarantee even if agreed upon earlier.

#### Cancellations:

1. Cancellation of advertisements must be done in writing, at least 3 days before the material deadline.
2. No advertisement can be cancelled on or after the material deadline date, for any reason whatsoever.