



**Please fax or mail form(s) to:**

Pegasus Consultancy (Pvt.) Limited  
 2<sup>nd</sup> Floor, Business Centre, Mumtaz Hassan Road,  
 Karachi-74000, Pakistan.  
 Tel: (92-21) 111-734266  
 Fax: (92-21) 3241-0723  
 E-mail: [info@pegasusconsultancy.com](mailto:info@pegasusconsultancy.com)

<b>FORM 3</b>
Directory Booklet Advertising
Submit by: <b>January 25, 2014</b>

Company:
Contact:
Tel:                      Fax:

Stand No: (to be filled by Organizer)
Signature:

**REQUEST FOR ADVERTISING SPACE IN DIRECTORY**

We would like to confirm advertising in the directory as indicated below:

Advertising Position	Rate (US\$)	Quantity	Total Cost (US\$)
Outside back cover - <i>(four color)</i>	550.00		
Inside front cover - <i>(four color)</i>	450.00		
Full page-run-of-page - <i>(four color)</i>	350.00		
Page facing Opposite to the Exhibitors List Separator - <i>(four color)</i>	425.00		
Page facing opposite to Exhibitors List - <i>(four color)</i>	500.00		
Page facing opposite to the Hall Layout Separator - <i>(four color)</i>	425.00		
Page facing Opposite to the Hall Layout - <i>(four color)</i>	500.00		
Page facing inside back cover - <i>(four color)</i>	450.00		
		<b>TOTAL</b>	

**Technical Specifications**

Booklet Bleed Size = 215mm x 140mm

Advertisement should be sent according to the paper size on Zip Disk/CD-ROM/Colour Separations, along with a print out (hard copy) of the advertisement.

Note: Only special or matched second Colours which can be achieved by using the four-colour process are available. Mechanical requirements are the same as for four colour ads.

**NOTE:**

If advertising materials are not received by January 25, 2014, the organizer reserve the right to charge the advertiser 100% as late processing surcharge of the proposed tariff rate.

While every effort will be made to accommodate specified positions, the organiser reserves the right to allocate the page accordingly.

**PLEASE ARRANGE WITH YOUR BANK FOR PAYMENT TO BE MADE BY T.T., DRAFT OR PAYORDER TO: Pegasus Consultancy (Pvt.) Ltd.** Faysal Bank Limited, Faysal House, ST-02, Shahrach-e-Faisal, Karachi, Pakistan (for payment in Pak. Rs.). Branch code: **0110** .Account No.: **0500049948** or (for payments in US\$) A/c #: **0110- 0540049949** Sort/Swift Code: **FAYSPKKA**. **Correspondent Bank:** Standard Chartered Bank New York, NY USA. Sort/Swift Code: **SCBLUS33**. A/c **3582-059673-001**. Kindly also fax payment details to Fax No. +92-21-32410723. Orders without remittance will not be entertained.

All payments are Net of Bank Charges.

Additional charges are applicable for ads involving solid colours and metallic inks.

**ADDITIONAL BANK CHARGE OF US\$ 25 WILL BE CHARGED ON FOREIGN REMITTANCES**