

## Advertisers Contract Form

Name / Company Name: \_\_\_\_\_  
(in block letters)

Mumbai Address: \_\_\_\_\_  
\_\_\_\_\_

Tel. No. / Fax No. / E-mail: \_\_\_\_\_

Size of Ad & Position: \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> Outside Back Cover               | <input type="checkbox"/> Inside Front Cover              |
| <input type="checkbox"/> Inside Back Cover                | <input type="checkbox"/> Full Page                       |
| <input type="checkbox"/> Half Page                        | <input type="checkbox"/> Book Mark                       |
| <input type="checkbox"/> Double Spread Inside Front Cover | <input type="checkbox"/> Double Spread Inside Back Cover |
| <input type="checkbox"/> Sectional Divider                |  |

Application Rate:

Advertising Material:  CD  Negative / Positive  Text

Payment (paid by cheque):

Other Remarks:

Seal of Company:

Authorised by:

Signature:  
(Authorised signature)

Celebrate Bandra Rep.:  
(Name & Tel no.)



**vodafone**

presents



in association with



SINCE 1954

An Initiative of CELEBRATE BANDRA TRUST &





## Advertisement Tariff

Celebrate Bandra will march towards its fourth biennial event November 14-29, 2009. Each festival has a theme: in 2007 it was Heritage and in 2005, Education. This year, we are celebrating Bandra's Environment.

Unlike many other suburbs, Bandra's geography is clearly defined by its coastline to the west, and the railway line to the east. And, after all, it is the first suburb on the western seafront, all of which give it its very own identity.

In this festival, the Environment will embrace primarily its natural surroundings, of which the coast is the jewel in its crown. Cheek by jowl with the coast are the mangroves, sturdy guardians that nature has bestowed on this suburb. Residents' associations, which are the backbone of Celebrate Bandra, have given the coast a clear edge by building the two popular promenades on Carter Road and Bandstand, along with the Fort amphitheatre which is the main venue for the festival's events. A third core association has obtained permission from the Maharashtra State Road Development Corporation to use its promenade for the festival.

The environment also comprises buildings – of which Bandra is blessed with the remnants of the Portuguese fort, ancient churches and fishing villages. But there is also the lived environment, which is the vibrant, throbbing culture which is unique to Bandra and which every festival celebrates with verve and vigour. In 2007, short plays written by residents were performed in three villages, to packed audiences.

We are already working to ensure that the festival gets bigger and more varied this year, with lots of music, painting, theatre, dance, literary events, sports, food events and others to liven up the last fortnight in November. We also plan to take some events out of the suburbs for the first time: you can, after all, always spread the spirit of Bandra further afield!

In keeping with our objective of showcasing local talent during the festival and raising funds for socially purposeful projects in the suburb, we have donated school buses from the proceeds of previous festivals to the St. Catherine of Siena Welfare Society for Destitute Children at Mount Mary and the NGO Aseema Charitable Trust, which runs a school for underprivileged children. We have also provided a solar water heating system to the Welfare Society for Destitute Children and a rainwater harvesting project to Holy Family Hospital.

An innovation in 2007 was a series of events under the banner of "Bandra with a Heart", which will be carried forward this year. The objective is to involve our less fortunate fellow residents and showcase their talent in different spheres.

We invite companies and other establishments in and around Bandra, and further afield, to take advertising space in the Souvenir, which promises to be a collector's item, as were the three earlier publications. We also appeal to non-resident Bandra citizens abroad to support this venture. You will be rubbing shoulders with everyone who wants to be associated with the buzz that is Bandra. Your involvement will go a long way in helping us achieve our objective, which is to make Bandra a suburb which is as caring as it is care-free. We look forward to having you with us!

Darryl D'Monte  
Chairman & Convenor, Celebrate Bandra  
August 2009

Inside front cover:	Rs 50,000/-
Inside back cover:	Rs 40,000/-
Outside back cover:	Rs 60,000/-
Full Page:	Rs 10,000/-
Half Page:	Rs 6,000/-
Bookmark:	Rs 40,000/-
Sectional divider:	Rs 50,000/-
Double Spread inside front cover:	Rs 80,000/-
Double Spread inside back cover:	Rs 75,000/-

### Advertisement material to be handed over to:

Arjun Chhabria 9821491875 / 26455277  
Mr Errol Sequeira 9821129676 / 26423974  
Naresh Karmalkar 9833772721  
E-mail address: celebratebandra@gmail.com

### Mechanical Details:

Size:	10½" x 8¼"	(267mm x 210mm)
Print Area:	9" x 7"	(229mm x 178mm)
Bleed size:	10¾" x 8½"	(273mm x 216mm)
Bookmark:	8½" x 8½"	(216mm x 216mm)

### Paper:

Text Paper: 100 gsm Art Paper  
Cover Page: 300 gsm Art Card  
Processing: 133/150 line screen ruling

### Printing material to be provided with the form:

Bromide of four colour positives + progressive proofs (for colour ads) or computer files or CD (EPS / Corel Draw converted to curves with colour proof) All material required at 133 LPI. For bleed ads, please follow size as given in mechanical details section above. Company logo/ emblem to be provided on CD/ as bromide print for best reproduction.

**Printing:** Photo offset

### Terms & Conditions:

1. 100% advance payment
2. Cheques to be made payable to **CELEBRATE BANDRA TRUST**
3. Subject to Mumbai jurisdiction only

### Bank details for Foreign remittance:

Name of Account: Celebrate Bandra Trust  
A/c No: 04421450000021  
Name of Bank : HDFC Bank Ltd  
Address: Ocean View Bldg, Next To Mehboob Studio, Hill Road, Bandra (W),  
Mumbai 400 050  
HDFC Bank Ltd. Swift Code : HDFCINBB