

## Charges

**Email:** Along with the regular Chapter emails to members we will include the Sponsor's message. (Max of 100 words) and a direct link to the sponsor's web site.

INR  
2,500/-

**Banner Ads**  
Banner ads are sold on a monthly basis (three-month minimum) with unlimited impressions. No impression or click-through statistics are available at this time. We suggest you use a specific URL for your ad so you can track the number of visitors

INR  
3,000/-  
Per Month

**BANNER AD SPECIFICATIONS**

- 234x60, 120x60 in jpg or gif format
- Animation allowed subject to approval. Three-loop limit., File size no larger than 25K
- No flash ads

**Jobs Online:** Members can post jobs at no cost; posts will be reviewed prior to publishing. The review process could take min 7 days.

Posting  
Free for  
Members

**Jobs Online:** Employers target your recruiting and reach qualified candidates quickly and easily. Will be on the page for 30 days and moved to archives

INR  
2,500/-

**Jobs Online: - Announce** This package includes emailing our members with **One** job posting. Faster access to the most qualified talent pool with relevant work experience

INR  
4,000/-

**Chapter Magazine Advertising Rates**

INR  
5,000/-

*Inside Front Cover*

**Chapter Magazine Advertising Rates**

INR  
5,000/-

*Inside Back Cover*

**Chapter Magazine Advertising Rates**  
*Outside Back Cover*

INR  
5,000/-

**Chapter Magazine Advertising Rates**

INR  
2,500/-

*Half Page - Location cannot be guaranteed*

**Packages**  
**Jobs Online - Announce:**  
*For up-to 3 positions in a single order;  
One Banner would be provided free (Value of INR 3000/-)*

INR  
9,000/-

*Applicable Taxes will be charged*



## ISACA® Bangalore Chapter

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## ISACA® Bangalore Chapter

### Media Kit 2008 – '09



Tel: +91 80 4120 5363  
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## Why Advertise with ISACA® BC

The **ISACA® Bangalore Chapter** is one of the largest & most active chapters in South Asia.

With a member base of over 900 professionals from the BFSI & IT Assurance & Compliance domains.

### Benefits:

- Reach ISACA Bangalore members and target subscription-holding corporate libraries and other professionals.
- Your advertisement receives bonus exposure at major conferences, seminars and events organized by the chapter all through the year.
- Your message is seen by the audience you want to reach, readers who specialize in IT governance, control and assurance within finance, banking, insurance, government, consulting, security and accounting domains.

### Options:

- **Advertise** in “The Infocity Auditor” the chapter **Journal** which is published every quarter - The Journal has a circulation of over 1500 copies

### CONTRACT COPY AND REGULATIONS:

- Taxes and applicable levies will be charged extra
- All advertisements are subject to approval of the editor.

- If an advertiser does not pay for an insertion per the contractual agreement, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.
- Rates are in INR and are subject to change. Normally, at least three months’ notice will be given prior to any rate
- Each page or fractional page counts as one insertion. A spread is considered to be two insertions.
- The publisher reserves the right to revise the terms & charges without notice

### PRODUCTION REQUIREMENTS

- Media format - CD, zip or print-optimized PDF file.
- Layout programs—QuarkXPress or PageMaker files preferred. If applicable, convert fonts used in an illustration to paths or outlines.
- Images/graphics— .jpg, .eps or .tif only.
- Fonts—Adobe Type 1 only plus screen font. No TrueType or Adobe Multiple masters.
- Hard copy proofs—Submit one color proof for each ad. Print at 100% of original size. Proofs should match the supplied electronic files. the proof “Color will be accepted as printed.”
- File submission - Supplied media must be labeled with advertiser’s name and contact information.

- Place the required files only on the shipping media and supply an accurate directory list of contents.
- All live continuous tone subjects should be in CMYK color space. The resolution of all supplied live images should be 300 dpi.

### More Options

- **Banner Ads** on the website—Our website <http://www.ISACABangalore.org> has won many awards, We receive visitors from all over the world. Banner Ads on the site could draw visitors to your website, products & services.
- **Email:** Regular communications go out to our member-base with regard to chapter activities and events, Registered users on the website are also included in chapter emails.
- **Job Postings online:** With rising demand for certified professionals, where better to search for the right candidate for your organization. Target your recruiting and reach qualified candidates quickly and easily.