

Dear Colleagues and Friends,

Greetings from Delhi Ophthalmological Society!!

The Delhi Ophthalmological Society is the **second largest society of ophthalmologists in India** and the **largest state society in the World** having more than 8,700 members at present. The society's publication, **DOS Times**, the official bulletin with news, information and scientific articles of interest, is highly popular and widely read. It is highly acclaimed for quality articles authored by reputed national and international ophthalmologists. All the issues of the DOS Times are circulated free of cost to all the members of the society inclusive of Delhi members and non-Delhi members all over India and abroad. Three issues (July-August, January-February, May-June) are special National issues and are circulated to over **10,000 members of the All India Ophthalmological Society (AIOS)**.

As the advances in the field of Ophthalmology are occurring at breathtaking speed, the access to knowledge remains the key to update oneself to all the changes that are featuring in this field. Practice pattern improvisations, technological innovations and advances pioneered by the industry need to be amalgamated to provide the best in patient care. DOS TIMES also provides a comprehensive insight into recent research and newer advances in pharmaceuticals, instruments and equipment.

We value your continued participation in the activities of the society particularly your contribution in providing advertisements in the publications of the society. Your sponsorship for our society's academic activity is highly appreciated.

We invite you to advertise your equipment / devices/pharmaceuticals product and also announce any important notices/ information you wish to give to our readers in the **"INDUSTRY WATCH"** section as well. We sincerely appreciate and look forward to your continued patronage to DOS Times.

Your sponsorship will go a long way in helping us to continue to provide high quality academic literature to our members.

Please find enclosed the details of the tariff for the advertisements to be featured in the DOS Times. DOS Times assures you of your heightened visibility to the ophthalmic fraternity across the country.

With warm regards,

Sincerely yours

Dr. (Prof.) Subhash C. Dadeya
Secretary, DOS
Mob. : 9968604336

Tariff of Advertisements of DOS Times
(July, 2017 to June, 2018)

Advertisement Size	Colour / B&W	Single Advertisement per issue (Copies 8,000)	Three National issues (Jul.-Aug.'17, Jan.-Feb.'18, May-Jun'18) Single Advt. per issue (Copies 10,000)
Full Page	Colour	₹ 37,800	₹ 50,400
Half page	Colour	₹ 19,950	₹ 25,200
Quarter page	Colour	₹ 13,650	₹ 15,750
Full Page	B&W	₹ 24,150	₹ 26,250
Half page	B&W	₹ 11,550	₹ 15,750
Quarter page	B&W	₹ 6,825	₹ 9,450
Strip (1/8 page)	Colour	₹ 5,775	₹ 8,925
DOS Classified	Colour	₹ 5,775	₹ 8,925
Industry Watch	Colour	₹ 31,500	₹ 42,000
Premium Positions			
Back Page Cover	Colour	₹ 63,000	₹ 94,500
Front Inside Cover	Colour	₹ 52,500	₹ 63,000
Back Inside Cover	Colour	₹ 52,500	₹ 63,000
Two Page Centre Spread	Colour	₹ 73,500	₹ 94,500

Discount on Long Term Booking

- ❖ Three issues **5% discount**
- ❖ Five issues **10% discount**
- ❖ Six Issues **12% discount**
- ❖ Ten advertisements **15% discount**
- ❖ Two Pages (Six issues) **20% discount**
- ❖ Three pages (Six issues) **23 % discount**
- ❖ Four pages (Six issues) **30% discount + One strip size advertisement in website for three months**
- ❖ Back page booked
for Six issues **15% discount + One strip size advertisement in website for three months**
- ❖ For fixed placement in the Magazine and right side of article an extra charge of ₹ 2500/-* per page / per issue
- ❖ Taxes are applicable as per government norms.
- ❖ All premium positions is offered on a first-come, first-served basis.
- ❖ Applicable government taxes are subject to change without prior notice.

Please confirm your bookings at the earliest accompanied by **Demand Draft** in the name of "**Delhi Ophthalmological Society**" payable at New Delhi. **All payments are to be made in advance only.**

Specifications of DOS Times Advertisement

Size of Advertisement Full Page : **8.30 x 11.75 (Inch)**
 Advertisement Material : CDR open file with fonts or PDF file & proof
 Address for All Correspondence : **Dr. (Prof.) Subhash C. Dadeya**
 Secretary - Delhi Ophthalmological Society
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