



<b>FORM 3</b>
Directory Booklet Advertising

**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@pegasus.com.pk](mailto:info@pegasus.com.pk)

Company:
Contact:
Tel:                      Fax:

Stand No: (to be filled by Organizers)
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		Sold
Inside front cover - ( <i>four color</i> )	450.00		Sold
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		Sold
		<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 April 1, 2012, the Organizers 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 Organizers reserve 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.** Bank Alfalah Limited, Main Branch I.I Chundrigar Road, Karachi, Pakistan (for payment in Pak. Rs.). Branch code: **0005** .Account No.: **01358244** or (for payments in US \$) A/c #: **0005- 01804053** Sort/Swift Code: **ALFHPKKAMBK**. Kindly also fax payment details to Fax No. +92-21-2410723Orders 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**