

Packages: Advertising Options 2015

If you are unable to join the expo, the advertising options will provide you the opportunity to target the Pakistani students through advertising in the Special Report.

The circulation of DAWN is approx **240,000 copies/day** all over Pakistan.

The Special Report will be published on the day of the exhibition in Karachi, Lahore & Islamabad in the DAWN Newspaper & circulated at the exhibition venues as well.

It will also be kept as a reference document & circulated to the schools & colleges once the exhibition is concluded.

Advertising in the DAWN Special Report

Half Page Color Advertisement:

US\$ 5,616 (with complimentary 1500 word article & 3 pictures)

Quarter Page Color Advertisement:

US\$ 2,808 (with complimentary 800 word article & 2 pictures)

15cms x 4 col Color Advertisement:

US\$ 1,560 (with complimentary 400 word article & a picture)

Please see the previously published report through <http://goo.gl/p5lqag>