

Advertising in DAWN Special Report on Study Abroad

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.

Packages: Advertising Options 2016

REPORT PUBLISHING ACROSS PAKISTAN ON:

Karachi / Sindh Region:	6 February, 2016
Lahore / Punjab Region:	9 February, 2016
Islamabad / North Region:	13 February, 2016

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)