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**INTERNATIONAL COMMISSION ON IRRIGATION AND DRAINAGE  
(ICID), Central Office, New Delhi**

**Advertisement Rates in  
Quarterly ‘ICID News’**

**I. Introduction**

The International Commission on Irrigation and Drainage (ICID) is a Scientific, Technical and Voluntary Not-for-profit Non-Governmental International Organization (NGO) with headquarters in New Delhi, India. The Commission is dedicated to enhancing the worldwide supply of food and fibre for all people by improving water and land management and the productivity of irrigated and drained lands through appropriate management of water, environment and application of irrigation, drainage and flood management techniques. The Commission was established in 1950 and now has a membership network of 110 countries across the globe. The activities of the Commission are carried out through 30 technical workbodies involving more than 400 experts from member countries. Thousands of professionals through member countries/ National Committees, international organizations, and from private companies are connected to ICID.

ICID publishes a quarterly Newsletter (renamed as ICID News) containing select articles from experts in the field of water resources, irrigation, drainage, flood management, besides other news items of interest to irrigation community across the world. The ICID News is a flagship publication of ICID and widely circulated to member countries, Government Departments/ Ministries, Office Bearers, International Organizations and individual professionals/ consultants world over. The past issues of the ICID News can be viewed at <http://www.icid.org/news.html>.

**II. Schedule of Publication of the Quarterly ICID News in 2012**

The schedule of publication of the ICID News for the year 2010 will be as follows:

Issue No.	Period	Date of publication	Deadline for receipt of advertisements
2012/1	January – March	28 February 2012	1 February 2012
2012/2	April – June	31 May 2012	1 May 2012
2012/3	July – September	31 August 2012	1 August 2012
2012/4	October – December	30 November 2012	1 November 2012

**III. Specifications and Rates**

An advertisement can be inserted in different sizes and pages of the ICID News. The following are the rates for the various sizes and locations:

Sr.No.	Brief Description	Rate (EURO)	
		For one time insertion	For annual (four times) insertions
1	Full back page (w 190 mm x h 227 mm)	500	1800
2	Inside full page (w 190 mm x h 227 mm)	400	1500
3	Inside half page (either w 190 mm x h 124 mm - landscape <b>or</b> w 94 mm x h 249 mm - portrait)	200	700
4	Inside quarter page (w 94 mm x h 124 mm)	150	500
5	Back half page ( dimensions as per 3)	300	1000
6	Back quarter page (dimensions as per 4)	200	700
7	Catalogue (w 61.3 mm x h 35 mm)	75	250

w = width; h = height

These rates will be effective from the first issue of the ICID News (2012/1) to be published on 28 February 2012. For those opting for annual rates, their advertisements will also be given a **FREE** insertion on catalogue section of the ICID website <[www.icid.org](http://www.icid.org)> for the full year.

#### **IV. Form of submission**

The advertisement matter may be submitted either in the form of art work or electronically in any popular graphical format (TIFF/PSD/EPS etc.) in high resolution (300 dpi+) and as per the deadline shown in para III.

Three complimentary copies of the Newsletter will be sent by post to the client agency/ company /organisation.

#### **V. Mode of payment**

The payment is to be made in EUROS or equivalent US Dollars at the prevailing conversion rate in the following ways;

- By Bank Draft in EUROS in favour of INTERNATIONAL COMMISSION ON IRRIGATION AND DRAINAGE and maybe on any bank.

EEFC A/c No. 0157243000001  
International Commission on Irrigation and Drainage  
Canara Bank, Diplomatic Enclave Branch, Chanakyapuri, NEW DELHI – 110021, INDIA  
Swift Code: CNRBINBBDFS

*Through*

Acct No. 40087502001 of Canara Bank  
International Division, Mumbai  
(Swift: CNRBINBBID) with COMMERZ Bank, Frankfurt (SWIFT: COBADEFF)

- By Bank Draft in US Dollars in favour of INTERNATIONAL COMMISSION ON IRRIGATION AND DRAINAGE and maybe on any bank on the following account.

EEFC A/c No. 0157241000002  
International Commission on Irrigation and Drainage  
Canara Bank, Diplomatic Enclave Branch, Chanakyapuri, NEW DELHI – 110021, INDIA  
Swift Code: CNRBINBBDFS

*Through*

Acct No. 6550791917 of Canara Bank  
International Division, Mumbai  
(Swift: CNRBINBBID) with Bank of America, NY (BOFAUS3N)

- By Bank Transfer to ICID's Account ( as per above) in New Delhi, India

#### **VI. Contacts**

The Executive Secretary  
International Commission on Irrigation and Drainage  
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