

प्रो. डी. एस. चौहान  
महासचिव (अतिरिक्त प्रभार) एवं  
कुलाधिपति  
जी० एल० ए०, विश्वविद्यालय, मथुरा

**Prof. D.S. Chauhan**  
Secretary General (Addl. Charge), and  
Vice-Chancellor  
G L A University, Mathura



**भारतीय विश्वविद्यालय संघ**  
ए० आई० यू० हाउस, 16, कामरेड इंद्रजीत गुप्ता मार्ग, नई दिल्ली-110 002  
**ASSOCIATION OF INDIAN UNIVERSITIES**  
AIU HOUSE, 16, Comrade Indrajit Gupta Marg, New Delhi 110 002

No.AIU/Advt./22WBF/2014/  
December 06, 2013

**Sub: Advertisement for Special Issue of University News covering the  
22<sup>nd</sup> New Delhi World Book Fair from February 15 – 23, 2014**

Hon'ble Vice Chancellor/Director,

Perhaps you may be aware that the National Book Trust (NBT), India is organizing the 22<sup>nd</sup> New Delhi World Book Fair at Pragati Maidan from February 15-23, 2014. As usual, the Fair is likely to be visited by a large number of visitors like Academics, Senior Faculty Members, Librarians of the institutes, students, etc.

To commemorate the above occasion, we are bringing out a **Special Issue of our weekly journal of Higher Education and Research - 'University News'** and the issue dated February 17, 2014 will be the **Special Issue**. Apart from the subscribers, the journal would be extensively mailed to all member Universities/Institutes, Research Centers, Laboratories, colleges, academics, students, etc. It would also be distributed to important dignitaries at the venue of above World Book Fair.

You may perhaps like to release an advertisement for the Special Issue of the Journal. *This could be about the publications brought out by your University/Institute as well as its development plans and other special activities and features.* The existing tariff alongwith the Mechanical data of each category of advertisement is as appended below ::

Sizes of Advertisement	Mechanical Data	Payable Charge (Rs.)	Remarks
Full Page	23 Cms x 16.5 Cms	11,000.00	
Half Page	12 Cms x 16.5 Cms	6,000.00	
Cover (Inside)	23 Cms x 16.5 Cms	12,000.00	<b>Cover pages on First come First served basis only</b>
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I, therefore, write to request you to kindly send the **text of the advertisement** along with the **advance payment** in the form of a Bank Draft/At Par Cheque of New Series **only** favouring "Association of Indian Universities" (payable at New Delhi) OR by **direct remittance in our Saving Account** through RTGS/NEFT OR in **CASH in any branches of Canara Bank as per enclosed details IMMEDIATELY but not later than January 25, 2014.** It is also kindly requested to send the copy of Credit Slip/NEFT UTR Number by mail soon after materialization of the transaction for linking the same at our end as the details of the remitters are not being reflected on the Banker's Statement of such Transaction except some code. This will help us in identifying and crediting the same against the concerned remitter of the payment at our end. **The advertisement matter may be sent preferably as an MS Word Document File OR as PDF** having the respective Mechanical Data of each type of advertisement at the following E-mail IDs :

advtnun@aiuweb.org / publicationsales@aiuweb.org

Thank you for your sustained co-operation.

With warmest regards,

As stated.

Yours sincerely,

(Prof. D S Chauhan)

The Vice Chancellors / Directors  
of Member Universities/Institutes

21 JAN 2014

Phone: 91-11-23236105 (O); Fax: 91-011-23232131; e-mail : sgoffice@aiuweb.org

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## ASSOCIATION OF INDIAN UNIVERSITIES

16, Comrade Indrajit Gupta Marg

New Delhi 110 002

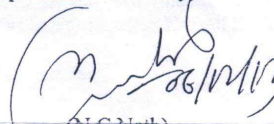
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6	MICR Code	110015005
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10	Contact No.& E-mail ID	(011) 23230059 Extn. 208/213 (Mob : 09818621761) (Mob : 09718870170) E-mails : <a href="mailto:advttun@aiuweb.org">advttun@aiuweb.org</a> <a href="mailto:publicationsales@aiuweb.org">publicationsales@aiuweb.org</a>

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(N C Nath)  
Section Officer (P&S)