

# JNICSR

2013

As per India  
Company law

The JNICSR is established  
under the provisions of a  
Act and is registered with  
the Registrar of Companies,  
Mumbai. It is a non-profit  
organization and its  
income is exempt from  
taxation under section 13A  
of the Income Tax Act, 1961.  
The JNICSR is a member  
of the Institute of Cost  
Accountants of India and  
is a member of the  
Institute of Company  
Secretaries of India.

W

hether the organization  
is a public or a private  
entity, it is bound to  
take care of the interests  
of the society at large.  
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Secretaries of India.



# TIMES

magazine

*Responsibles taking Responsibilities Responsibly.*

# About JNICSRTIMES

**W**e believe that Media is the most influential source of information from around the globe. Online magazines distributed through the World Wide Web call themselves webzines. An e-Zine is a more specialized term used for magazines and newsletters distributed by any electronic method, for example, by electronic mail.

As you are aware that with the enactment of the Companies Act 2013, Companies in India are mandated to spend 2% of their annual income on socially responsible activities under the guidelines proposed by the government of India in each financial year. It is mandatory for companies to adopt a strategic CSR framework, that leads to socio-economic development and curb environmental issues by promoting sustainable and scientific solutions.

JNICSRTimes is an online news information provider and a digital magazine which is supporting Honourable Prime Minister, Shri Narendra Modi's vision of developing a skilled & sustainable nation through CSR. The JNICSRTimes facilitates to enlighten and empower the budding professionals with knowledge, vision

and business skills to excel as leaders in socially responsible domains. Catering to the audience from all walks of life, our magazine has set a benchmark for all budding professionals who aspire to grow in the field of social responsibility.

We have a team of highly educated professionals creating our online magazine which has gained lot of popularity among the people from all walks of life. With over ten successful issues, JNICSRTimes is an excellent magazine which provides a quintessential platform to all organisations and companies alike to showcase their products.

We are happy to announce that after much deliberation, we are finally able to provide space for any product or service advertisements to the companies of your stature and caliber. This online space would cater to all your advertising requirements and would provide you with an accessible tool for growth and expansion.



Advertising &  
Content  
Partnership Proposal

**All over The Web |** Our latest Advertising Opportunity Collaboration with us not only would ensure a reliable platform to your project / initiative / learning program or product, but would also have a great impact on your target audience in India and abroad.

Our audience includes students, non-formal learners, distance learners, job-seekers, on-the-job learners, skill trainers, teachers, training managers, HR team members, leadership team from training companies, sector skill councils, NSDC, finishing schools, corporate training organizations, livelihood centres, NGOs, government organizations, industry representatives, academics and so on. We are happy to announce that after much deliberation, we are finally able to provide space for any product or service advertisements to the companies of your stature and caliber. This online space would cater to all your advertising requirements and would provide you with an accessible tool for growth and expansion.

**Types of publications :**

- Articles that talk about your organization, challenges & achievements, along with learning products / services / unique offerings.
- Interviews with the key person / leadership team member of your organization. (published as Skill Story or Skill diaries)
- Advertorials that promote the key features and benefits of your learning products / services.
- Attractive layouts of your product, elaborating on the key features / characteristics, packaged like never before.

Advertising  
C o n t e n t &  
Partnership Proposal

# Advertising & Content Partnership Proposal

## Benefits of partnership

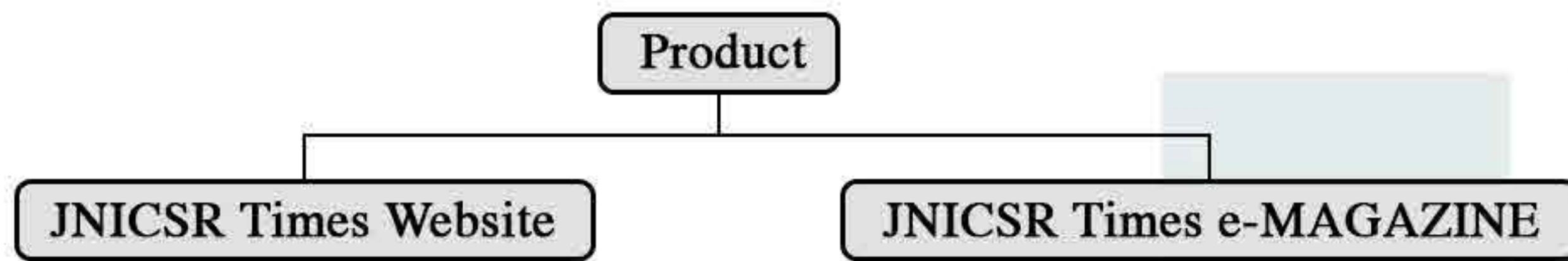
- Focused visibility with audience in education, training, skill development in various private, government, non-government / NGO, industry and academic sectors.
- Backlink from us to your website for enhancing your SEO.
- Opportunity to expand your professional network through sustained visibility with high quality publications.

### How it works

We facilitate content creation through guidance on the format and scope of content.

- Publish your article in suitable formats (Skill Story, Skill Talk, Resources, cover story, initiatives, announcements, launch and so on) with prominent display of your logo.
- Put up an ad on the site (top banner, side panel).
- Promote your article and advertorials on social media channels and other forums through JNICS R Times our e-Magazine.

# JT Package Options & Pricing



## JT Website Advertising Opportunities

<b>P r o d u c t</b>	<b>₹ M o n t h l y</b>
Web Posts	₹ 2000/- Monthly
Top Square Ad Panel	₹ 1000/- Monthly
Right Square Ad Panel	₹ 1000/- Monthly
Left Square Ad Panel	₹ 1500/- Monthly

<b>P A C K A G E S</b>			
<b>Product</b>	<b>3 Months</b>	<b>6 Months</b>	<b>12 Months</b>
Web Posts	₹ 5000/-	₹ 8000/-	₹ 12000/-
Top Square Ad Panel	₹ 2500/-	₹ 5000/-	₹ 6000/-
Right Square Ad Panel	₹ 2500/-	₹ 5000/-	₹ 6000/-
Left Square Ad Panel	₹ 3750/-	₹ 7000/-	₹ 9000/-

Advertising &  
Content  
Partnership Proposal

# Advertising & Content Partnership Proposal

## Package for Interview and Cover Story

**Interview : ₹ 22000/-**

1. Content buildup and editing.
2. Inclusive of a four page interviews.
3. PhotoShoot.
4. Logo – displayed on the article
5. Sharing of Article on all the Social Media Websites
6. pages related to JNICSRTIMES.

**Cover Story : ₹ 30000/-**

1. Entire Base Content, Inclusive of a six page.
2. Content buildup and editing.
3. Logo – displayed on the article
4. Sharing of Article on all the Social Media Websites  
pages related to JNICSRTIMES.
5. PhotoShoot (\*Extra Charges)

## e-MAGAZINE Advertising Opportunities

<b>Half Spread (A5)</b>	An advertisement that covers half page also called half-page spread.
<b>Single Spread (A4)</b>	An advertisement that covers one page also called single-page spread.
<b>Double Spread (A3)</b>	An advertisement that covers two facing pages also called double-page spread.

Pricing for One Issue	
<b>Half Spread</b>	₹ 3000/- Monthly
<b>Single Spread</b>	₹ 5000/- Monthly
<b>Double Spread</b>	₹ 8000/- Monthly

	P A C K A G E S		
Product	3 Months	6 Months	12 Months
Half Spread	₹ 7000/-	₹ 12000/-	₹ 18000/-
Single Spread	₹ 12000/-	₹ 22000/-	₹ 30000/-
Double Spread	₹ 20000/-	₹ 40000/-	₹ 48000/-

# Advertising & Content Partnership Proposal

## Terms and conditions

- Video, pictures, base content and Ads in required dimensions and quality are provided by the client.
- In case of any evidence-based, objectionable response to your content / Ad from our audience / readers, it's our obligation to pull down the content / Ad and refund the remaining amount to the client.

**Advance Payment:** Post sign off on the publishing schedule, we get started after receiving 100% of the total amount in advance.



Just Good Education :  
From learning to  
value creation



I Know The Value Of  
2% of Vice President,  
Black & Veatch  
Corporation - USA,  
"Mr Mohan Tahliani"



CSR can help in  
the implementation  
of Demonetisation



Support me or  
Oppose me, I will  
grow because I AM  
Universe



CSR can educate rag  
pickers towards the  
modern techniques of  
cleaning : Why are  
they still using their  
bare hands to clean  
the society?



# Advertising & Content Partnership Proposal

The hard hitting facts  
about the brick kiln  
women workers : Can  
CSR support?



STOP OPPOSING MY  
INDIVIDUALITY"  
: CSR CAN PREVENT  
ACID ATTACKS



I am leaving my family  
for the Nation, is  
Nation there for my  
family : A War Tiger's  
Question raised by  
JNICSRTimes



Society is evolving in  
every Area , but why  
our acceptance is still  
missing : Why not help  
The Transgenders



Prime Minister  
introduces a tool for  
social transformation  
:GST 'One country,  
one tax' A step  
initiated towards  
ending tax terrorism



Removal of slums is  
not a solution :  
Developing their  
standards can be a  
good CSR



Comming Soon



# All the e-Zine Issue's published by

# J N I C S R T I M E S

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follow



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