THE ECONOMIC TIMES

BEB

BEST EDUCATION BRANDS

2023

6th Edition

PARTICIPATION PROPOSAL

29 JUNE 2023

NEW DELHI

ET Edge

PARTICIPATION OPTIONS

OPTION 1

- **Double Page Feature** of the brand in the Coffee Table Book 'The Economic Times Best Education Brands 2023'.
- **Logo licensing rights** of The ET Best Education Brands 2023 in all your marketing communications for one year.
- **600-word authored article/interview feature** of the **Spokesperson on ET Insights website.**
- **3 Complimentary Copies** of 'The ET Best Education Brands 2023' Coffee Table Book.
- **2 VIP Passes** of the event.

Investment: INR 5 lacs + taxes

OPTION 2

- **60-word quote and pic of your Spokesperson** in ET Special Feature Pullout – Brand Excellence pan India edition.
- **30 seconds (Plus 30 Seconds Repeat Telecast)** Interview of the spokesperson in the post event ET NOW episode.
- **Double Page Feature** of the brand in the Coffee Table Book 'The Economic Times Best Education Brands 2023'.
- **Logo licensing rights** of The ET Best Education Brands 2023 in all your marketing communications for one year.
- **600-word authored article/interview feature** of the Spokesperson on ET Insights website.
- **3 Complimentary Copies** of 'The ET Best Education Brands 2023' Coffee Table Book.
- **2 VIP Passes** of the event.

Investment: INR 8 lacs + taxes

OPTION 3

- **Exclusive 120 sq cm interview feature** for your brand in ET Special Feature Pull-out – Brand Excellence pan India edition.
- **45 Seconds (Plus 45 Seconds Repeat Telecast)** Interview of the spokesperson in the post event ET NOW episode.
- **Double Page Feature** of the brand in the Coffee Table Book 'The Economic Times Best Education Brands 2023'.
- **Logo licensing rights** of The ET Best Education Brands 2023 in all your marketing communications for one year.
- **600-word authored article/interview feature** of the Spokesperson on ET Insights website.
- **3 Complimentary Copies** of 'The ET Best Education Brands 2023' Coffee Table Book.
- **2 VIP Passes** of the event.

Investment: INR 11 lacs + taxes

OPTION 4

- **Exclusive 240 sq cm feature interview feature** for your brand in ET Special Feature post event pull-out pan India edition.
- **Exclusive 1 minute (Plus 1 Minute Repeat Telecast)** interview of the senior representative in the post event ET Now episode.
- **Double Page Feature** of the brand in the Coffee Table Book 'The Economic Times Best Education Brands 2023'.
- **Logo licensing rights** of The ET Best Education Brands 2023 in all your marketing communications for one year.
- **600-word authored article/interview feature** of the Spokesperson on ET Insights website.
- **3 Complimentary Copies** of 'The ET Best Education Brands 2023' Coffee Table Book.
- **2 VIP Passes** of the event.

Investment: INR 15 lacs + taxes

OPTION 5

- **Exclusive 240 sq cm feature** interview feature for your brand in ET Special Feature post event pull-out pan India edition.
- **Exclusive of 11 minutes (Plus 11 minutes repeat telecast)** interview of the brand spokesperson on post event ET Now episode.
- **Double Page Feature** of the brand in the Coffee Table Book 'The Economic Times Best Education Brands 2023'.
- **Logo licensing rights** of The ET Best Education Brands 2023 in all your marketing communications for one year.
- **600-word authored article/interview feature** of the Spokesperson on ET Insights website.
- **3 Complimentary Copies** of 'The ET Best Education Brands 2023' Coffee Table Book.
- **5 VIP Passes** of the event.

Investment: INR 25 lacs + taxes

PAYMENT TERMS:

100% payment immediate with confirmation

All payments to be made by cheque/RTGS/NEFT in favor of "Times Strategic Solutions Ltd."