

**CashewInfo.com**

An Initiative of [CommodityIndia.com](http://CommodityIndia.com)

www.CashewInfo.com

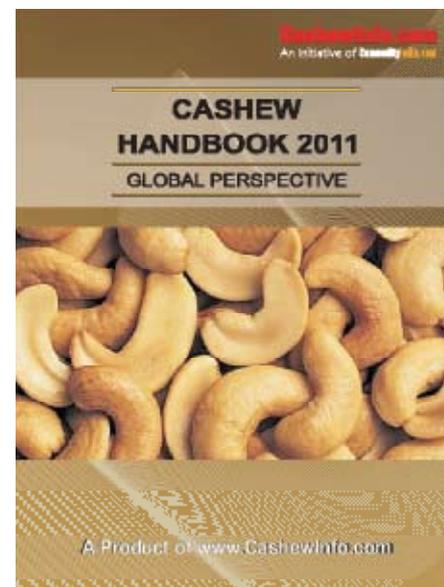


# INTEGRATED MARKETING & PROMOTION PROPOSAL

[Cashewinfo.com](http://Cashewinfo.com) is a unique effort to bring together all stakeholders of the cashew industry – the producer of raw nuts, the processors and the kernel buyers, by-product users, suppliers of technology, logistics, quality systems firms, supplier of capital, governmental agencies and the retail consumers. The key to this effort is the role of information and knowledge, which we intend to build through your cooperation and our in-house research.

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**Cashew Week** newsletter is in existence since 2003, which is made available to our subscribers through website login & also through email on request. The newsletter provides comprehensive weekly updates & market information on cashew markets across the globe.

**Cashew Handbook 2011** is the 3rd Edition released after extensive research done by [www.CashewInfo.com](http://www.CashewInfo.com). This series of handbook provides you with rich and exhaustive information about the cashew industry. The earlier handbooks were released in 2008 & 2002 and are available for subscription.

#### Profile of Readers:

- Physical trading community
- Buyers/Sellers of Kernels
- Buyers/Sellers of RCN
- Corporates , Retailers & Processors
- Brokers/Agencies

#### Benefits of Advertising:

- First of its kind Weekly Newsletter & probably the only publication on cashew markets
- Direct reach to the wide spectrum of Cashew Markets
- Low cost targeted branding and promotion
- Access to world markets through [www.cashewinfo.com](http://www.cashewinfo.com)

#### Our Invitation:

We invite your esteemed organization to utilize the opportunity to promote / brand / reach out to your audience through [www.cashewinfo.com](http://www.cashewinfo.com) & weekly newsletter Cashew Week.

#### Advertisement Proposal for Cashew Week (Digital copies\*)

Position	Tariff in Rs (6 Issues)	Tariff in USD (6 Issues)	Tariff in Rs (12 Issues)	Tariff in USD (12 Issues)
Full-Page Color	Rs 18000	USD 375	Rs 32000	USD 675
Half-Page Color	Rs 10000	USD 200	Rs 18000	USD 365

**\* In case of special issues, Cashew Week is printed for circulation at the events apart from digital copies**

#### Technical Specifications:

Full page ad size 190mm \*260mm, **Half page** ad size 190mm \* 130mm, **Format:** 4 color, in CD the file should be in Corel Draw/Tiff/EPS, **by email:** jpeg/pdf for printing purpose in high resolution (300 dpi)

#### [www.cashewinfo.com](http://www.cashewinfo.com) web portal

[www.cashewinfo.com](http://www.cashewinfo.com) is one of the premier Portals for cashew markets in the world. It is one of the few sites that provides quality research



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and information on Indian/International cashew markets and enjoys a strong reputation amongst its subscribers spread across the world.

Our Web site attracts more than 10000 visitors per month .Visitors of our web site are not only from India, but also from across the globe from over 40 countries.

### Banner Advertisement in [www.cashewinfo.com](http://www.cashewinfo.com): Rates & Specifications

Position	Size	Price in Rs (per quarter)	Price in USD (per quarter)
Home Page	160 * 85 pixels	Rs 10000	USD 220
Pop up Banner	160 * 85 pixels	Rs 20000	USD 440

**Note:** Banner advertisement is linked to the clients' website or we can design html mailers as per clients' requirement.

### Technical Specifications:

Banner Advertisement size is 160 (H) \* 85 (W) pixels, Format gif/jpg/flash etc, file size should not exceed 24 kb for quick loading/viewing

### Electronic Direct Mailers (EDM)

The client can send dedicated mailers to a select database of [www.cashewinfo.com](http://www.cashewinfo.com) users. We have a huge database of over 5000 members. The EDM can be targeted to a select audience on the basis

of cities/organization/sectors etc depending upon the client's requirements.

### Benefits of Email Marketing

Email marketing is one of the most powerful marketing tools available to businesses of all types and sizes. No matter how you define success, you can achieve outstanding results with email marketing while investing only a small amount of time and an even smaller amount of money...

### HTML E-mail

An e-mail that is formatted using Hypertext Markup Language instead of plain text. HTML makes it possible to include unique fonts, graphics and background colors. HTML makes an e-mail more interesting and when used properly can generate higher response rates than plain text. The mailer can be designed by us and approved by the client.

### Rate Card for EDM: USD 10 per 10 mailers

### Integrated offer:

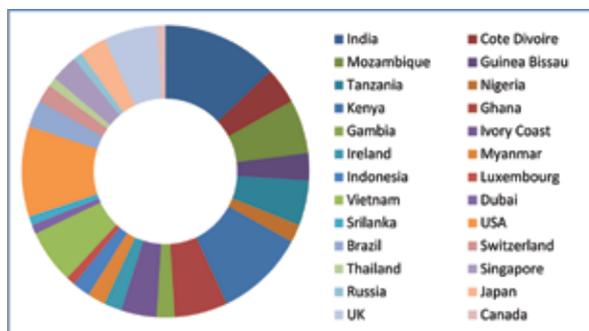
Based on client requirement & interest we can offer an integrated offer for advertisement in Cashew Week, online banner advt & mailer promotions. Please feel free to contact so that we can create a package based on your requirements.

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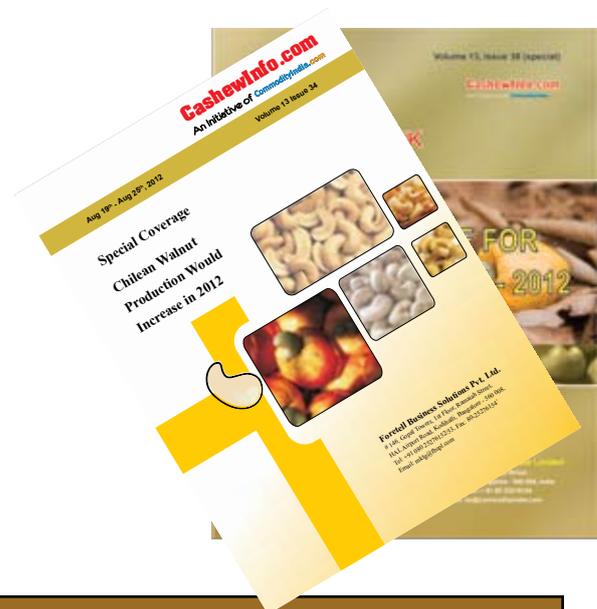


## Country-wise circulation of Cashew Week



## Our past advertisers in Cashew Week

3F group, Best Engineering Technologies, Achal Cashew Industries, African Cashew Alliance, African Cashew Initiative, Agri Tradex, Bollore Africa Logistics, Bridetidings, Bright Star Global Tr Corp., Buhler India, DCCDB, Export Trading Group (ETG), Fowler Westrup, Gayathri Industries, Ingredient Sourcing Solutions, Jungle Nuts, Kanco South West Enterprises, Karnataka Cashew Development Corp, Kerala State Cashew Development Corp, Kimaya Diva, Mangalore Cashew Industries, Maviga SA, Micronix Systems Laxson, Modern Cashew Traders, NexGen Drying Systems, Nichrome Packaging, Oltremare Srl, Orange Color Sorters, Pargan Singapore Pte Ltd, Rotex Industries, Samsons Trading Co., SG Food Technologies, Shetron Group, SMMS Engineering System, SWCM Group, Synergy Systems, Venus Color Sorting & many more....



For more details and bookings, contact:

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For content related queries

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