

## Advertisement Tariff (Rate Card) of Deccan Chronicle, Entertainment & TV Guide, Weekend Culture, Ear Panels, Counter Point

### Advertisement Rates Effective 06th of April, 2012 (Rates per Sq. cms)

<b>ENTERTAINMENT &amp; TV GUIDE</b>		
Front Page / Back Page		<b>4,830.00</b>
Inside Page		<b>4,370.00</b>

<b>WEEKEND CULTURE</b>		
Entertainment rate		
Cinema/Drama/Musical Programmes./Cul. Events	<b>1,190.00</b>	<b>1,350.00</b>

<b>EAR PANELS: (Per Panel)</b>		
DC All Editions		<b>44,850.00</b>
DC AP Editions		<b>42,000.00</b>
DC Hyderabad		<b>37,950.00</b>
DC+AB AP Editions		<b>43,700.00</b>
DC+AB Hyderabad Editions		<b>40,250.00</b>
Chennai		<b>12,650.00</b>
Bangalore		<b>10,350.00</b>
Coimbatore		<b>3,500.00</b>
Kochi		<b>3,500.00</b>
Trivandrum		<b>3,500.00</b>
Kozikhode		<b>3,500.00</b>

<b>COUNTER POINT (COLOUR ONLY)</b>		
DC All		<b>125,000.00</b>
DC AP + Chennai+ Blr.		<b>100,000.00</b>
AP Editions		<b>86,250.00</b>
AP Min 12 insertions in 3 months		<b>80,500.00</b>
Chennai		<b>23,000.00</b>
Bangalore		<b>13,800.00</b>