

Advertisement Tariff (Rate Card) of Deccan Chronicle, Financial Chronicle, The Asian Age & Andhra Bhoomi

Ad Rates of Display / Tender / Political / Financial / Notice

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

	Inside B&W	Inside Colour	Front Page-(Clr)	Back Page-(Clr.)	Navigator
Display / Tender / Political / Financial / Notice	Rs.	Rs.	Rs.	Rs.	Rs.
Deccan Chronicle					
DC Group- DC+FC+AB+TAA- All Editions	6,900.00	8,625.00	17,250.00	11,450.00	20,700.00
DC + TAA All editions	5,175.00	6,500.00	13,000.00	9,490.00	17,825.00
DC+AB All Editions	5,350.00	6,440.00	12,880.00	8,510.00	15,700.00
DC + FC- Bangalore+Chennai+ Hyderabad	3,680.00	4,600.00	9,200.00	6,500.00	7,475.00
DC All Editions	4,080.00	5,060.00	10,120.00	7,110.00	13,110.00
DC Blr + Chn+ Hyd.	3,510.00	4,040.00	7,935.00	5,690.00	10,610.00
AP Editions	3,565.00	3,740.00	7,475.00	5,200.00	9,600.00
Hyderabad	2,930.00	3,105.00	6,210.00	4,310.00	7,880.00
Chennai	1,350.00	1,470.00	2,930.00	2,070.00	3,850.00
Bangalore	1,090.00	1,150.00	2,300.00	1,550.00	2,930.00
Coimbatore	575.00	690.00	1,380.00	920.00	2,070.00
Kochi	250.00	380.00			
Trivandrum	250.00	380.00			
Kozikhode	250.00	380.00			
Vijayawada	575.00	690.00	1,380.00	920.00	1,725.00
Vishakapatnam	575.00	690.00	1,380.00	920.00	1,725.00
Karimnagar	575.00	690.00	1,380.00	920.00	1,725.00
Nellore	575.00	690.00	1,380.00	920.00	1,725.00
Anantapur	575.00	690.00	1,380.00	920.00	1,725.00
Rajahmundry	575.00	690.00	1,380.00	920.00	1,725.00
FINANCIAL CHRONICLE					
FC All Editions	800.00	920.00	2,120.00	1,840.00	
FC- Bangalore+Chennai+ Hyderabad	630.00	750.00	1,500.00	950.00	
Hyderabad	290.00	345.00	690.00	485.00	
Chennai	290.00	345.00	690.00	485.00	
Bangalore	290.00	345.00	690.00	485.00	
New Delhi	290.00	345.00	690.00	485.00	
Mumbai	290.00	345.00	690.00	485.00	
THE ASIAN AGE					
The Asian Age - All Indian editions	1,150.00	1,470.00	2,930.00	2,070.00	4,400.00
Mumbai	480.00	630.00	1,265.00	920.00	1,900.00
New Delhi	400.00	490.00	980.00	690.00	1,440.00
Kolkata	440.00	560.00	1,115.00	715.00	1,670.00
London (International Edition)	630.00	960.00	1,910.00	1,340.00	

Andhra Bhoomi Daily (Telugu)					
All A. P. Editions	1,350.00	1,640.00	2,420.00	1,590.00	2,930.00
Individual editions	480.00	980.00	1,310.00	1,190.00	1,590.00

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Premium / Positions / Terms & Conditions / Dimensions

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GUARANTEED PAGE & POSITION PREMIUM

PAGE 3	30% EXTRA ON RESPECTIVE RATES
PAGE 5	25% EXTRA ON RESPECTIVE RATES
PAGE 3 TOP OF COLUMN	30% + 25% EXTRA ON RESPECTIVE RATES
ANY SPECIFIED PAGE	25% EXTRA ON RESPECTIVE RATES
ANY SPECIFIED PAGE & POSITION (OTHER THAN PAGE 3 & 5)	40% EXTRA ON RESPECTIVE RATES
GUARANTEED SOLUS ON FRONT PAGE (MIN. 16CM X 25 CM)	25% EXTRA ON 16CM X 25 CM

CANCELLATION / POSTPONEMENT CHARGES

Time of cancellation / Postponement	Premium	Non Premium
	Position	position
72 hours in advance of printing time	20%	-
48 hours in advance of printing time	35%	10%
24 hours in advance of printing time	50%	20%
24 to 5 hours in advance of printing time	100%	30%
Less than 5 hours in advance of printing time	100%	100%

Printing time is midnight for Main edition, 4pm on earlier day for City Chronicle, and 3 days in advance for Sunday Chronicle

DIMENSIONS

Navigator Dimensions 33.2 cm x 6 cms

Front Page Ad Dimensions Width 12 cms min / 16cms max, Height 20 cms min / 25 cms max.

Alternative front page ad dimensions 33.2 cm x 15 cm min / 17.5 cm max.

Full page 33.2 cms (width) x 51 cms (height)

Deccan Chronicle (English Daily)

Printed from Hyderabad, Chennai, Bangalore, Coimbatore, Kochi, Vijayawada,
Visakhapatnam, Rajahmundry, Ananthapur, Karimnagar and Nellore

Financial Chronicle (Financial Daily)

Printed from Mumbai, Delhi, Chennai, Bangalore & Hyderabad

Andhra Bhoomi (Telugu Daily)

Printed from Hyderabad, Vijayawada, Visakhapatnam,
Rajahmundry, Ananthapur, Karimnagar and Nellore

The Asian Age

Printed from New Delhi, Mumbai, Calcutta and London