

Ad Rates (Tariff) of The Financial Express, Loksatta, Ravivar Loksatta, Janasatta

The Financial Express

Editions	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
	(Rs. Rates per Sq cms)			
Mumbai	315	400	-	480
Pune	110	120	-	150
Ahmedabad (Guj OR Eng)	125	165	-	215
Delhi	235	355	-	375
Lucknow	60	70	-	100
Chandigarh	90	110	-	165
Kolkata	130	160	-	170
Chennai	150	165	-	170
Kochi	60	70	-	105
Bangalore	145	160	-	175
Hyderabad	145	160	-	175

Loksatta

Editions	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
	(Rs. Rates per Sq cms)			
Mumbai	1650	1730	2550	1700
Delhi	70	75	-	70
Aurangabad	105	125	-	120
Pune	230	255	390	245
Nagpur	90	105	150	90
Ahmednagar	80	95	150	85

Ravivar Loksatta

Editions	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
	(Rs. Rates per Sq cms)			
Mumbai	1700	1775	2600	1760
Delhi	75	80	-	75
Aurangabad	110	130	-	125
Pune	225	245	410	235
Nagpur	100	125	170	100
Ahmednagar	90	105	170	95

Jansatta

Editions	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
	(Rs. Rates per Sq cms)			
Delhi	270	305	410	320
Chandigarh	140	155	225	160
Kolkata	145	165	230	170
Lucknow	140	155	225	160

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Brand Turf

Brand	Editions	Display & Financial			Tender/ Notices
		B/w.	Colour	FPS	
The Financial Express (All Editions)	Mumbai / Pune / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow / Ahmedabad (Gujarati & English)	1000	1360	2100	1100
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	400	460	-	460
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Ahmednagar / Aurangabad/Delhi	1960	2060	3000	2000
Jansatta (All Editions)	Delhi/Chandigarh/Lucknow/Kolkata	695	775	820	800

SUPPLEMENT

Supplement name	Publication	Day of Publication	Editions	B/W.	Colour
				(Rs. Rates per Sq cms)	
Brandwagon	The Financial Express (Eng.)	Tuesday	Mumbai/Ahd(Eng)/Del/Chandigarh/Kol/Chennai/Kochi/Bgl/Hyd/Pune/Lucknow	400	475
Chaturang	Loksatta	Saturday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Viva	Loksatta	Friday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Career Counselor	Loksatta	Mumbai - Wednesday/ Nagpur & Pune - Thursday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Vasturang	Loksatta	Mumbai - Saturday	Mumbai	745	780
Vasturang	Loksatta	Pune - Sunday	Pune	125	140
Lokrang	Loksatta	Sunday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Ravivari	Jansatta	Sunday	Delhi,Lucknow, Chandigarh & Kolkotta	145	175
Rang Tarang	Jansatta	Friday	Kolkotta	105	115

EYE

Bleed	Dimensions: 21.4cmX30.5cm
Options	Colour Rates in Rs.
Front Inside Cover	700000
Back Cover	800000
Back Inside Cover	700000
Center Spread	550000
Full Page	550000
Half Page	300000
Single Strip*	100000

* height of the strip is 5cms

Magazines -proposed rates

(Rates in Rs)

	Full Page	Half Page	Cover 2/3	Cover 4	Centre Spread	Double Spread	Reverse Gatefold
Lokprabha (Colour)	100000	70000	130000	145000	205000	195000	245000
Lokprabha (Col - Glaze)	110000	75000	-	-	230000	210000	-
Lokprabha (B/W)	65000	35000	-	-	-	-	-
Sabrang	20000	13500	24000	30500	31000	-	-

(Rates in Rs)

	Full Page	Center Spread	4-page glazed Supplement	Per sq. cms Rate	Front Page
SCREEN					
B&W Rate	60000	120000		100	
Colour Rate	90000	159000		150	
Glazed Rate	115000	225000	425000		295

(Rs.Rates per Sq cms)

Industrial Spectrum	B/W rates
IE+Fe all	1350