

The New Indian Express Advertisement Rates (Tariff)

Ad Rates for Display, Financial, Tender & Notices

With effect from 14.2.2011

SOLO	Rate per Sq. Cm. (Rs.)						SOUTH	Rate per Sq. Cm. (Rs.)					
	DISPLAY / F&C		FP	TENDER		APPT		DISPLAY / F&C		FP	TENDER		APPT
	B & W	CLR	CLR	B&W	B&W	CLR		B & W	CLR	CLR	B&W	B&W	CLR
THE NEW INDIAN EXPRESS (All Edns)	2050	2850	4190	2050	1240	1600	TNIE + DIN (All Editions)	2290	3100	4600	2290	1250	1620
DINAMANI (All Edns)	670	855	1200	670	300	390	TNIE + KP (All Editions)	2235	3080	4575	2235	1220	1600
KANNADA PRABHA (All Edns)	550	790	1200	550	190	250	TNIE + DIN + KP (All Editions)	2680	3680	5400	2680	1300	1680

STATE	DISPLAY				BACK PAGE	FP
	B & W	CLR	CLR	CLR	CLR	CLR
TNIE + LANGUAGES						
TAMILNADU						
THE NEW INDIAN EXPRESS (Chennai + Madurai + Coimbatore + Trichy)	910	1160	1330	1740		
THE NEW INDIAN EXPRESS (Chennai + Madurai + Coimbatore + Trichy) + DINAMANI (Chennai + Madurai + Coimbatore + Trichy + Tirunelveli + Vellore + Dharmapuri)	1250	1640	1800	2350		
KARNATAKA						
THE NEW INDIAN EXPRESS (Bangalore + Belgaum + Shimoga)	550	720	805	1170		
THE NEW INDIAN EXPRESS (Bangalore + Belgaum + Shimoga) + KANNADA PRABHA (Bangalore + Belgaum + Shimoga + Mangalore + Hubli + Gulbarga)	935	1240	1240	1900		
KERALA						
THE NEW INDIAN EXPRESS (Kochi + Kozhikode + Thiruvananthapuram)	300	430	475	660		
ANDHRA						
THE NEW INDIAN EXPRESS (Hyderabad + Vijayawada + Visakhapatnam)	435	550	600	780		
ORISSA						
THE NEW INDIAN EXPRESS (Bhubaneswar)	275	360	385	600		

INDIVIDUAL EDITIONS	DISPLAY				BACK PAGE	FP	INDIVIDUAL EDITIONS	DISPLAY				BACK PAGE	FP
	B & W	CLR	CLR	CLR	CLR	B & W		CLR	CLR	CLR	CLR	CLR	
THE NEW INDIAN EXPRESS							DINAMANI						
CHENNAI	780	1000	1180	1500			CHENNAI	290	380	425	655		
MADURAI	95	140	140	230			MADURAI	100	175	175	240		
COIMBATORE	250	325	350	450			COIMBATORE	125	165	190	295		
TRICHY	80	115	115	160			TRICHY	80	120	120	165		
BANGALORE	415	575	660	880			TIRUNELVELI	80	120	120	165		
BELGAUM	115	150	150	260			VELLORE	58	85	85	115		
SHIMOGA	115	150	150	260			DHARMAPURI	50	70	70	110		
KOCHI	185	285	320	440			DINAMANI ALL EDITIONS	670	855	900	1200		
KOZHIKODE	110	155	155	260			KANNADA PRABHA						
THIRUVANANTHAPURAM	110	160	185	270			BANGALORE	420	600	960			
HYDERABAD	235	310	330	360			BELGAUM	85	115	180			
VIJAYAWADA	135	200	200	290			SHIMOGA	95	120	195			
VISAKHAPATNAM	145	225	240	300			MANGALORE	90	115	185			
BHUBANESHWAR	275	360	385	600			HUBLI	85	115	185			
							GULBARGA	60	90	165			
							KP ALL EDITIONS	550	790	1200			

CENTRE PACKAGES	DISPLAY				BACK PAGE	FP
	B & W	CLR	CLR	CLR	CLR	CLR
TNIE + LANGUAGES						
THE NEW INDIAN EXPRESS + DINAMANI (Chennai)	870	1100	1300	1750		
THE NEW INDIAN EXPRESS + DINAMANI (Coimbatore)	320	415	450	580		
THE NEW INDIAN EXPRESS + DINAMANI (Madurai)	165	260	260	390		
THE NEW INDIAN EXPRESS + DINAMANI (Trichy)	115	160	160	240		
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Bangalore)	690	955	955	1500		
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Belgaum)	170	225	225	365		
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Shimoga)	170	225	225	370		

The New Sunday Express Rate - 10% Premium on The New Indian Express Rate.

PUBLICATION CODES : TNIE-The New Indian Express, TNSE-The New Sunday Express, DM-Dinamani, KP-Kannada Prabha,

CATEGORY CODES : D-Display, T-Tender, F&C-Financial & Corporate, FP-Front Page, Appt-Appointment,

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Ad Rates for Display, Financial, Tender & Notices

SUPPLEMENTS			
THE NEW INDIAN EXPRESS Rate per Sq. Cms. (Rs.)			
	B & W	CLR	
EDEX (Monday) (Education)	1540	2140	
CAREER EXPRESS (Wednesday) (Appt)	1240	1600	
THE NEW SUNDAY EXPRESS Rate per Sq. Cms. (Rs.)			
	B & W	CLR	
Sunday			
i. witness	1640	2280	
DINAMANI		Rate per Sq. Cms. (Rs.)	
	B & W	CLR	
GNAYIRU KONDATTAM (Sunday)	535	680	
VELLI MANI (Friday)	535	680	
KANNADA PRABHA		Rate per Sq. Cms. (Rs.)	
	B & W	CLR	
VITHA PRABHA (Monday) Tabloid	440	635	
BHAVISHYA (Tuesday) Tabloid	440	635	
AROGYA PRABHA (Wednesday) Tabloid	440	635	
CHITRA PRABHA (Friday) Broad sheet	440	635	
CHUKKI (Saturday) Tabloid	440	635	
SAPTHAHIKA PRABHA (Sunday) Broad sheet	440	635	
SIRUVAR MANI (Saturday)		Rate Rs. per page	
A/4 BOOK WITH DINAMANI	B & W	CLR	
FULL PAGE	35000	44000	
HALF PAGE	19000	25000	
QUARTER PAGE	11000	---	
BACK COVER	---	58000	
DOUBLE SPREAD	60000	74000	
DINAMANI KADIR (Sunday)		Rate Rs. per page	
A/4 BOOK WITH DINAMANI	B & W	CLR	
FULL PAGE	37000	46000	
HALF PAGE	20000	28000	
QUARTER PAGE	12000	---	
BACK COVER	---	64000	
DOUBLE SPREAD	64000	82000	

MAGAZINES			
SAMAKALIKA MALAYALAM VAARIKA (MALAYALAM WEEKLY) Rate Rs. per page			
EVERY FRIDAY	B & W	CLR	
FULL PAGE	23000	32000	
HALF PAGE	13000	---	
QUARTER PAGE	9500	---	
2nd COVER	---	36000	
3rd COVER	---	36000	
4th COVER	---	44000	
CENTRE SPREAD	---	58000	
CINEMA EXPRESS (TAMIL FORTNIGHTLY) Rate Rs. per page			
EVERY 1ST & 16TH	B & W	CLR	
FULL PAGE	23000	32000	
HALF PAGE	14000	20000	
QUARTER PAGE	10000	---	
2nd COVER	---	35000	
3rd COVER	---	35000	
4th COVER	---	44000	
FILMET	24000	35000	
DOUBLE SPREAD	42000	60000	
CENTRE SPREAD	44000	70000	
SAKHI (KANNADA FORTNIGHTLY) Rate Rs. per page			
EVERY 1ST & 16TH	B & W	CLR	
FULL PAGE	60000	90000	
2nd COVER	---	110000	
3rd COVER	---	110000	
4th COVER	---	140000	

PUBLICATION DETAILS		
Publication	Publication Centres	Language
TNIE / TNSE	Che / Mdu / Cbe / Tri / Bgl / Bgm / Smg / Koc / Kkd / Tvm / Hyd / Vj / Vsk / Bbsr	English
Dinamani	Che / Mdu / Cbe / Tri / T.Veli / Vlr / Dha	Tamil
Kannada Prabha	Bgl / Bgm / Smg / Mng / Hubli / Gul	Kannada

MECHANICAL DETAILS		
TABLOID Supplements	A/4 BOOK Supplements	A/4 BOOK Magazines
EDEX	SIRUVARMANI / DINAMANI KADIR	SAMAKALIKA MALAYALAM VAARIKA
INDULGE / VITHA PRABHA	A/4 BOOK Magazines	
BHAVISHYA / CHUKKI	CINEMA EXPRESS / SAKHI	
AROGYA PRABHA		
Page	Height	Width
Full Page	32 cm	25 cm
Half Page	16 cm	25 cm
Screen	B & W : 65%	Col : 85 - 100%
Page	Height	Width
Full Page	23.0	15.5
Half Page	11.5	15.5
Book Size	26.0	17.0
Screen	B & W : 65%	Col : 85-100%
Page	Height	Width
Full Page	26.0	18.5
Half Page	11.5	16.5
Double Spread Bleed	26.0	37.0
D.5 Non Bleed	24.0	35.0
Book Size	26.0	18.5
Screen	B & W : 65%	Col : 85-100%

SUPPLEMENT DETAILS				
Supplement	Language	Day	Format	Contents
THE NEW INDIAN EXPRESS				
EDEX	English	Monday	Tabloid	Education Related
Career Express (In Main Issue)	English	Wednesday	Broad sheet	Appointment page
INDULGE (Che & Bgl late city)	English	Friday	Tabloid	Fashion / Lifestyle
THE NEW SUNDAY EXPRESS				
i. witness	English	Sunday	Broad sheet	Features / Book Review etc. Sport / Travel / Games
DINAMANI				
Vellimani	Tamil	Friday	Broad sheet	Astrology/ Spiritual related
Siruvaramani	Tamil	Saturday	A4 Book	Children Oriented
Gnayiru Kondattam	Tamil	Sunday	Broad sheet	Women Oriented
Dinamani Kadir	Tamil	Sunday	A4 Book	General / Family Oriented
KANNADA PRABHA				
Vitha Prabha	Kannada	Monday	Tabloid	Commerce / Finance
Bhavishya	Kannada	Tuesday	Tabloid	Sports / Astrology/ College Campus
Arogya Prabha	Kannada	Wednesday	Tabloid	Health / Tourism / Agriculture
Chitra Prabha	Kannada	Friday	Broad sheet	Film
Chukki	Kannada	Saturday	Tabloid	Women Oriented
Sapthahika Prabha	Kannada	Sunday	Broad sheet	General / Features

PREMIUM for SPECIFIC PAGE / POSITION		Note:
POSITION	%	
Back Page	50%	1. All rates in per sq. cm. 2. The size of an advertisement will be Calculated by width in cm. multiplied by height in cm. 3. Size of the ad may be accordingly mentioned in the Release Order. 4. Height of Ads will be only in full cms. And not in fraction of a cm. The maximum height of an ad will be 51 cm. and any ad of 47 cms and above will be billed for 51 cms. height. 5. Normally Ads will be accepted in width of 3.8 cm, 8.0 cm, 12.1 cms, 16.3 cms, 20.5 cms, 24.6 cms, 28.8 cms. and 33.0 cms. Only. 6. The minimum size of an ad will be 3.8 cm. width x 3 cm. height, 8 cm. x 5 cm, 12.1 cm. x 6 cm, 16.3 cm. x 10 cm, 20.5 cm. x 13 cm, 24.6 cm. x 15 cm, 28.8 cm. x 18 cm, 33 cm. x 20 cm. 7. Appointment ads will be accepted in column width of 8.0 cms., 16.3 cms., 24.6 cms. and 33.0 cms. Corresponding height will be 5 cm, 10 cm, 15 cm and 20 cm. respectively. 8. A full page ad will be billed at 33 cm X 51 cms. 9. For strip ads, minimum height should be 5 cms.
Guaranteed Page	25%	
Special Position	25%	
Guaranteed Page & Position	50%	
25% extra on Display rates for political and election ads.		

The New Sunday Express Rate - 10% Premium on The New Indian Express Rate.

EDITION CODES : Bbsr- Bhubaneswar, Bgl-Bangalore, Bgm-Belgaum, Cbe-Coimbatore, Che- Chennai, Dha-Dharmapuri, Gul- Gulbarga, Hub-Hubli, Hyd-Hyderabad, Koc-Kochi, Koz-Kozhikode, Mdu-Madurai, Mng-Mangalore, Smg-Shimoga, Tri-Trichy, T.Veli-Trivelpali, Tvm-Thiruvananthapuram,

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