

The Telegraph (Advertisement Tariff)

Rate with effect from 1st April, 2012

The Telegraph		Rates per sq. cm.		
2012-13				
	SUNDAY - THURSDAY		FRIDAY - SATURDAY	
	BW	COLOUR	B&W	COLOUR
ALL EDITIONS	2050	3150	2570	3940
ALL EDITIONS FRONT PAGE (20x12.1 CM)	-	961500	-	1201800
ALL EDITIONS FRONT PAGE (25x16.3 CM)	-	1619300	-	2023600
CALCUTTA EDITION METRO (CE)	1180	1670	1320	1950
CALCUTTA EDITION METRO FRONT PAGE (20x12.1 CM)	-	479100	-	532400
CALCUTTA EDITION METRO FRONT PAGE (25x16.3 CM)	-	806900	-	896500
CALCUTTA EDITION METRO BACK PAGE	-	1820	-	1940
SOUTH BENGAL (SE)	350	560	440	700
NORTH BENGAL (NE)	210	300	270	390
NORTH EAST (GE)	260	480	340	610
JHARKHAND (HE)	180	360	230	460
ORISSA (OE)	110	170	110	170
BIHAR (YE)	140	170	140	170
TENDER Print	1520	2130	1520	2130
APPOINTMENTS (ALL EDITIONS)	1080	1080	1080	1080
APPOINTMENTS (CALCUTTA EDITION METRO)	610	610	610	610
JOBS FRONT PAGE/BACK PAGE (ALL EDITIONS)	1130	1130	-	-
OTHER PRODUCTS				
T2 FRONT PAGE & BACK PAGE (Calcutta Edition)	-	1180	-	1280
T2 OTHER PAGES (Calcutta Edition)	-	1070	-	1300
T2 FRONT PAGE & BACK PAGE (All Editions)	-	1430	-	1530
T2 OTHER PAGES (All Editions)	-	1320	-	1550
CAREERGRAPH (THURSDAY) INSIDE PAGES	-	700	-	-
CAREERGRAPH (THURSDAY) FRONT/BACK PAGE	-	770	-	-
GRAPHITI FULL PAGE (SUNDAY - SNP)	-	395000	-	-
GRAPHITI FULL PAGE (SUNDAY - GNP) CE EDN	-	441800	-	-
GRAPHITI HALF PAGE (SUNDAY- SNP)	-	249500	-	-
GRAPHITI HALF PAGE (SUNDAY- GNP) CE EDN	-	285900	-	-
GRAPHITI BACK COVER - GNP	-	490900	-	-
GRAPHITI INSIDE FRONT COVER - GNP CE EDN	-	450500	-	-
GRAPHITI CENTRE SPREAD (SNP)	-	727700	-	-
GRAPHITI CENTRE SPREAD (SNP/GNP) CE EDN	-	808500	-	-
GRAPHITI STRIP (SNP/GNP) CE EDN	-	98200	-	-
SALT LAKE SPLIT (FRIDAY)	-	-	-	50
HOWRAH SPLIT (FRIDAY)	-	-	-	30
TELEKIDS (WEDNESDAY)	-	260	-	-
TTIS	-	140	-	-
TT School Edition (Mon-Fri)	-	20	-	-
Young Minds Vertical (TTIS+Telekids+School Edition)	-	400	-	-

* ONLY COLOUR RATES APPLY + RATES PER UNIT # No editions on Sunday Rates subject to revision E & OE

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the telegraph advertisement rate card, the telegraph advertisement rates

Note : The above tariff may have changed. Please call us and confirm the rates before proceeding.