

Terms & Conditions for Advertising in Dainik Bhaskar Group

1. All rates are per sq. cm rates.
2. Advertisement Size – Minimum size of advertisement will be 5 cm (Height) x 4 cm (Width) = 20 sq cm.
3. Full page advertisement will be billed at 52 cm (Height) x 33 cm (Width) = 1716 sqcm.
4. Front Page advertisement in Dainik Bhaskar will be of 25 cm or 20 cm height and 16 cm or 12 cm width respectively.
5. No Solus advts will be accepted on front page, if any ad is to be booked as solus, 30% premium will be charged.
6. No Solus ads in Divya Bhaskar on Front Page.
7. Vertical strip should be of minimum 5 cms height.
8. The advertisement will be accepted in units of integer's cm in width and height. Size of advertisement should not be represented in decimal unless otherwise specified.
9. Creative of an advertisement can be of any dimension / stroke. However, all advertisements will be billed as per the rectangular area bounding advertisements.
10. All advertisements must be in accordance with our code of standards, state laws and rules as stipulated in the code of Indian Newspaper Society (INS).
11. All advertisements are subject to cancellation without notice.
12. Deadlines:- a. Regular Issue; booking – 17:30 pm (For next day's issue). Material – 19.00 pm
b. In case advertisement beyond this time are insisted we shall not be bound to carry those advertisements in regional editions.
13. Rate applicable on insertion date will be applied, irrespective of date of booking.
14. Advertisement shall be accepted in good faith and the management does not accept any liability for contents of advertisement, delay, omission or error on publication, forwarding replies etc.
15. The advertisement copy matter accepted is subject to approval and may be rejected without assigning any reason thereof.
16. While every endeavor shall be made to avoid publication of competitive advertisement in close proximity, no guarantee or under taking would be given in this respect.
17. We are not bound by any condition which conflicts with those mentioned in our rate card.
18. Cancellation of next day advertisement is applicable only till 15.00 pm. If cancellation is received between 15.00 – 17.00 pm, 20% penalty will be charged of the advertisement cost. No cancellation will be accepted after 17.00 p.m. If cancellation is received after 17.00 pm, it will be charged in full.
19. For all billed outstanding amounts falling beyond the due date, interest will be chargeable @ 18% per annum.
20. Complaints on advertisement regarding reproduction, etc., must be brought to our notice within a week of publication of advertisement.
21. All disputes subject to jurisdiction of Bhopal Court.
22. For political advertisement rates, please get in touch with our marketing offices in your city.
23. Voucher copies of sub - editions will not be provided.
24. Gurgaon is a sub - edition of Faridabad.
25. In case one or more editions of a package are not desired to be published by a client, individual edition rate will be applicable.
26. Color reproduction may vary as per the editions in absence of progressive proofs.
27. All insertions/packages in a single RO should be scheduled and completed within a 30-day period.
28. Any insertions/packages in a single RO that exceeds beyond the 30-day period will be treated as separate insertion/package and billed accordingly.
29. Prior information in writing is required to modify/revise any rates or insertion dates of editions/packages.
30. No requests for exceeding the 30-day period will be entertained once the RO bookings have been placed.
31. Separate ROs will be required for each individual Product (ie: Dainik Bhaskar, Divya Bhaskar, Divya Marathi, etc).
32. Agency/Client is liable to accept bills for payment, in case of deviations in any of the above-said conditions.