



Prabhat Khabar Advertisement Rates (Tariff)

Ad Rates for Display & Commercial, Appointment, Tender, Financial Ads

Rate with effect from 1st February 2012

STATE PACKAGES	Rates in Sq.Cm.			
	Display		Tender/Political	
	B/W	Colour	B/W	Colour
Prabhat Khabar Jharkhand*	925	1150	1150	1450
Prabhat Khabar Bihar**	800	1000	1000	1250
Prabhat Khabar W.Bengal***	220	275	275	345
Prabhat Khabar Jharkhand+Bihar	1250	1550	1550	1950
Prabhat Khabar Jharkhand+W.Bengal	990	1220	1220	1520
Prabhat Khabar Bihar+W.Bengal	850	1050	1050	1300
Prabhat Khabar All Edition (Jharkhand+Bihar+W.Bengal)	1325	1625	1650	2025

SUPPLEMENTS		
Awsar, Rang, Ravivar Bal Prabhat****	Display	
	B/W	Colour
Prabhat Khabar Jharkhand	500	625
Prabhat Khabar Bihar	400	500
Prabhat Khabar West Bengal	100	125
Prabhat Khabar Jharkhand + Bihar	600	750
Prabhat Khabar Jharkhand + W.Bengal	525	650
Prabhat Khabar Bihar + W.Bengal	425	525
Prabhat Khabar All Edition (Jharkhand+Bihar+W.Bengal)	625	775

PAGE PREMIUM		
Premium loading (Prabhat Khabar) on specified Base Rates	Main Editions	Suppliment
Front Page Solus	100%	75%
Front Page Semi Solus	75%	50%
Back Page	50%	25%
Page 3	30%	15%
Any Specified Page	25%	15%
Innovation	150%	100%

POINTER		
Front Page	B/W	Colour
Prabhat Khabar Jharkhand	1800	2000
Prabhat Khabar Bihar	1550	1700
Prabhat Khabar West Bengal	550	600
Prabhat Khabar Jharkhand + Bihar	2050	2300
Prabhat Khabar Jharkhand + W.Bengal	1900	2100
Prabhat Khabar Bihar + W.Bengal	1650	1800
Prabhat Khabar All Edition (Jharkhand+Bihar+W.Bengal)	2250	2500

* Jharkhand = Ranchi + Jamshedpur + Dhanbad + Deoghar edition
** Bihar = Patna + Muzaffarpur + Bhagalpur + Gaya edition
*** W. Bengal = Kolkata + Siliguri edition
**** Distribute all Jharkhand edition only

Mechanical Data:
Length of Column- 51cm, Width of Column-3.8cm

Advt. Matter:
CMYK Mode, PDF & TIFF Format only
Resolution: Min. 300 DPI

Ad Rates Prabhat Khabar | Prabhat Khabar Ad Tariff | Book an Ad in Prabhat Khabar
Advertisement Rate Card Prabhat Khabar | Prabhat Khabar Advertisement Rates Nagpur
Prabhat Khabar publishing from Ranchi, Jamshedpur, Dhanbad, Deoghar,
Patna, Bhagalpur, Muzaffarpur, Gaya, Kolkata, Siliguri