

Namasthe Telangana Advertisement Rates (Tariff)

Weekday Ad Rates for Display Advertisements

All Rates in Rs. per sq. cm.

Editions	Black & White			Color		
	Basic	BP/Pg3/Pg5 Guaranteed	Pg+Position Guaranteed	Inside (Other than Pg3)	BP/ Pg3 Guaranteed	Front Page
Greater Hyderabad	700	875	1050	1225	1400	1575
Rest of Gr. Hyderabad	585	730	875	1025	1170	1315
Karimnagar	190	240	285	330	380	425
Nizamabad	140	175	210	245	280	315
Warangal	130	160	195	225	260	290
Nalgonda	125	155	185	220	250	280
Khammam	130	160	195	225	260	290
Mahaboobnagar	125	155	185	220	250	280
Wgl + Krm + Nzb	375	470	560	655	750	845
Wgl + Nlg + Khm	300	375	450	525	600	675
Telangana Combined	1285	1605	1930	2250	2570	2890

1. Colour and Bigger Size Advertisements will be given priority in Front page/Back Page/Page 3.
2. Ads transferred from Combined edition to District Editions: 50% extra on combined rate.
3. Dealer panels will be accepted Edition wise only.

Greater Hyderabad includes (Hyderabad + Ranga Reddy + Medak)

Rest of Hyderabad (Karimnagar + Nizamabad + Warangal + Nalgonda + Khammam + Mahaboobnagar)

Ad Rates Namasthe Telangana | Namasthe Telangana | Book an Ad in Namasthe Telangana
Advertisement Rate Card Namasthe Telangana | Namasthe Telangana Advertisement Rates

Namasthe Telangana Advertisement Rates (Tariff)

Sunday Ad Rates for Display Advertisements

All Rates in Rs. per sq. cm.

Editions	Black & White			Color		
	Basic	BP/Pg3/Pg5 Guaranteed	Pg+Position Guaranteed	Inside (Other than Pg3)	BP/ Pg3 Guaranteed	Front Page
Greater Hyderabad	805	1005	1205	1410	1610	1810
Rest of Gr. Hyderabad	670	840	1010	1175	1345	1510
Karimnagar	220	270	325	380	435	490
Nizamabad	160	200	240	280	320	360
Warangal	150	185	225	260	300	335
Nalgonda	145	180	215	250	285	320
Khammam	150	185	225	260	300	335
Mahaboobnagar	150	180	215	250	285	320
Wgl + Krm + Nzb	430	540	645	755	860	970
Wgl + Nlg + Khm	345	430	515	605	690	775
Telangana Combined	1475	1845	2215	2585	2955	3325

1. Colour and Bigger Size Advertisements will be given priority in Front page/Back Page/Page 3.
2. Ads transferred from Combined edition to District Editions: 50% extra on combined rate.
3. Dealer panels will be accepted Edition wise only.

Greater Hyderabad includes (Hyderabad + Ranga Reddy + Medak)

Rest of Hyderabad (Karimnagar + Nizamabad + Warangal + Nalgonda + Khammam + Mahaboobnagar)

Namasthe Telangana Advertisement Rates (Tariff)

Mechanical Details

District Editions

Front Page Accepted Size	
Width	Height
25.5 Cms. (6 Col)	10 Cms
	12.6 Cms (3 Col)
	20 Cms
16.9 Cms (4 Col.)	10 Cms
12.6 Cms. (3 Col.)	10 Cms
8.3 Cms (2 Col.)	10 Cms

Mechanical Details				
Columns	Regular		Classified Display	
Height	33 Cms		33 Cms	
Columns to a Page	6 Cols		8 Cols	
Width :				
1 Col	4.0 Cms		3.0 Cms	
2 Col	8.3 Cms		6.2 Cms	
3 Col	12.6 Cms		9.4 Cms	
4 Col	16.9 Cms		12.6 Cms	
5 Col	21.2 Cms		15.8 Cms	
6 Col	25.5 Cms		19.0 Cms	
7 Col			22.2 Cms	
8 Col			25.5 Cms	
Size / Print	Width		Height	
	Page	Centre Spread	Page	Centre Spread
Overall Size	28.0 Cms	56 Cms	35 Cms	35 Cms
Print Area	25.5 Cms	53 Cms	33 Cms	33 Cms

* Front Page Pillar Advertisement 150% Extra * Front Page Half Page 125% Extra
* Front Page & Back page Only Colour Advertisements will be accepted.

NOTE : 1. Sizes of the advertisements in the Release Orders or any other communication have to be mentioned as Width in Cms X Height in Cms.
2. Advertisements are accepted for the District Edition in the standard column Widths mentioned above.
3. Where Sq.Cm to be billed (Width in Cms X Height in Cms) is in decimals the bill is raised at the applicable rate to the exact decimal.

MATERIAL SPECIFICATION

CD with printout / Progressive Proofs should be on standard newsprint for all COLOUR & BLACK & WHITE Advertisements.

SCREEN: B & W 85 LPI Colour 100 LPI

Main Edition :

Sizes of the advertisements in the release orders or any other communication have to be given as width in Cms X Height in Cms as the rates given are per "Sq. Cm."

Regular Advertisements :

Minimum Width of the advertisement should be 4 Cms. Maximum is 33 Cms.
Decimals are not accepted. If width of an advertisement is 29 Cms. or more it will be billed for 33 Cms.
If height of the advertisement is 48 Cms. or more it will be billed for 52 Cms.
Minimum acceptable size is 4 Cms in width X 2 Cms. in Height = 8 Sq.Cms.