

Namasthe Telangana Advertisement Rates (Tariff)

District Advertisement Tariff (Tabloid)

DISTRICT ADVERTISEMENT TARIFF (Tabloid)

All Rates in Rs. Per Sq. Cm.

Editions	Basic Rate	Front Page	Back Page	Inner Page	3rd Page	Special Page/ Position	Classified Display	Classifieds	
	B&W	Color	Color	Color	B&W	B&W	B&W	4 Lines (B&W)	Each Add. Line
Hyderabad City	620	1240	1085	930	775	775	240	435	90
Rangareddy	85	170	150	130	105	105	55	75	10
Medak	95	190	165	145	120	120	65	85	15
Mahaboobnagar	95	190	165	145	120	120	65	85	20
Karimnagar	130	260	230	295	165	165	87	100	35
Adilabad	100	200	175	150	125	125	65	75	20
Nizamabad	100	200	175	150	125	125	65	75	20
Warangal	115	230	200	175	145	145	75	95	30
Khammam	110	220	195	165	140	140	75	80	30
Nalgonda	110	220	195	165	140	140	75	80	25

Hyderabad City Zones Tariff

Zones	B&W Per Sq.Cm	Classified/ Display	Classified 4 Lines
Dilsukhnagar	95	65	80
Kukatpally	95	65	80
Tarnaka	95	65	80
Secunderabad	85	60	75
Ameerpet	85	60	75
Chikkadpally	85	60	75
Abids	75	52	70
Charminar	75	52	70
Mehdipatnam	75	52	70

SPECIAL OFFER IN DISTRICT EDITIONS

1. RATE FOR MORE THAN ONE DISTRICT :

- a) If an advertisement is released in more than one district, 25% discount on the rate of every additional district is offered. The district with the highest rate will be charged full rate and others at 25% discount. All the advertisements must be on the same Release Order, Scheduled for the same date and should be of the same size.
- b) Film Advertisements: 25% Discount on the regular tariff is applicable for Film theater openings, Film actors Birthday greeting Ads and circus ads. (Spl. offer under 1 (a) will not apply separately).

2. ONE AD FREE FOR EVERY FIVE ADS :

Advertisers and clients can avail of one ad free for every five ads of the same size, same client and same dist./ city booked on the same Release Order, provided all the six insertions are scheduled to appear within a period of 50 days.

NOTE :

- Above "Special Offers" are applicable only for Personal/Commercial category and not for any other category of advertisers.
- The benefit under the above "special offers" will be extended only if the advertiser claims for the same in their Release Order itself at the time of issuing the advertisement.

3. CLASSIFIED ADVERTISEMENTS :

- 5+1 Scheme | For every 5 paid advertisements one ad is given free provided all the 6 insertions are given in the same release order for the same date and for the same region. Agencies can utilize this benefit by releasing advertisements of different clients also. In case, the sizes of all the 6 insertions are different, free insertion will be given for the smallest size.
- Minimum 4 Lines, Letters : English-27, Telugu-18.
- Box number charges Rs. 15/- extra. Box will be kept open for 15 days. Local Advertisers have to collect the Box replies from our office directly. Where Box replies have to be mailed to the outstation clients, minimum postal charges of Rs. 35/- will be charged separately. In case of heavy Box replies the advertiser has to pay the additional postal charges on intimation from this office.
- Classified advertisements are accepted with advance payments only.
- Classified Display Rate are Applicable for single column advertisements only.

District Edition Ad Rates Namasthe Telangana | Book Ad in Namasthe Telangana District Edition

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

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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.