



## Vaaritha Commercial Main Edition & District Tabloids Advertisement Rates

 <b>VAARTH</b> National Telugu Daily		<b>ADVERTISEMENT TARIFF</b> <b>COMMERCIAL</b>				<b>W.E.F. 1.11.2009</b>		 <b>VAARTH</b> National Hindi Daily		
Details	MAIN EDITIONS				DISTRICT TABLOIDS					
	Display Sq.cm	Notice/ Financial Sq.CM	EP Colour Front Page 5Hx8W	Classified Per Line	Display Sq. cm width 4 CM	EP 6.5Hx 12 W cm colour no multi discount	VCD only Saturday sq.cm Min 3 cm Max 6.2 cm	Classified of All Days		
								for 5 Lines	for Extra Line	
Combined	1500	1570	45000	600						
<b>Telangana Editions</b>	<b>775</b>									
Hyderabad	385	404	15000	350	280	26000	125	310	65	
Ranga Reddy					66	8000	46	81	25	
Medak					76	10000	46	81	25	
Mehaboob Nagar	106	138	6250	115	73	10000	46	81	25	
Nalgonda	96	125	6250	110	78	10000	46	66	20	
Warangal	142	150	7500	115	98	11700	61	100	25	
Nizamabad	106	138	6250	115	73	10500	46	75	25	
Adilabad					73	9000	46	75	25	
Karimnagar	136	150	7500	130	102	11000	61	105	25	
Khammam	106	138	6250	115	79	10500	47	85	25	
<b>RAYALASEEMA EDITIONS</b>	<b>425</b>									
Kurnool	102	125	7500	115	85	10500	51	100	25	
Anantapur	116	138	6875	115	93	11000	61	85	25	
Karnataka					65	6500	36	55	15	
Kadapa	102	125	6250	115	81	10500	46	80	25	
Tirupathi/Chittoor	136	144	7500	115	103	14600	61	85	25	
Tirupathi Town					50	5850	36	85	25	
Tamil Nadu					46	5500	31	65	20	
<b>CENTRAL ANDHRA EDITIONS</b>	<b>550</b>									
Nellore	98	113	6250	115	79	10000	46	85	25	
Ongole/Prakasam	106	138	6250	100	79	10500	46	65	25	
Guntur	161	170	8125	150	131	15000	71	125	25	
Vijayawada/Krishna	166	181	9375	130	89	10000	41	85	25	
Vijayawada City					116	11000	61	120	25	
Tadepalligudem/WG	113	144	6250	115	95	10500	51	95	25	
<b>NORTH ANDHRA EDITIONS</b>	<b>375</b>									
Rajahmundry/EG	136	156	6250	122	112	11500	55	95	25	
Visakhapatnam	161	170	8125	130	64	8500	36	75	25	
Vishakapatnam city					112	13000	56	100	25	
Srikakulam	100	113	6250	96	64	9000	36	70	20	
Vizayanagaram	-	-	-	-	64	9000	36	70	20	

POSITIONS AND PREMIUMS			TABLOID		
	Colour Extra on Basic Rates	B/W Extra on Basic Rates		Colour Extra on Basic Rates	B/W Extra on Basic Rates
Front Page Sizes : Basic Min 4H x 33W or 15H x 12.2 W, Max 13H x 33 W or 25H x 16Q	150%	100%	Front Page Sizes : Min 8 Cm x 8.3 cm and Max 8 cm x 25.5 cm		
Front Page	150 %	100%	Colour : Front Page	100%	
Back Page	100 %	25%	Back Page	75%	
Inside Pages	50%	--	and Centre Spread	50%	
Inside Specified	75%	25%	Back Page and		25%
Single Colour Back Page	50%	--	any Inside Specify Pages		
Navigation Bar : (Min 5x33, Max 10x33)	300%	--			

MECHANICAL DETAILS	MATERIAL REQUIRED :
Main Edition : Columns per Page - 8, Column Height - 53 cms Tabloid : Columns 1- 4 cm, 2= 8.3 cm, 3= 12.6 cm, 4= 16.9 cm 5=21.2 cm, 6=25.5 cm	<b>Black &amp; White</b> : Art Pull/ Zip or CD in Photoshop Tiff Format <b>Colour</b> : Positives + Progressive Proofs/ Zip or CD in Photoshop Tiff Format
CLASSIFIED :	
Min lines 5, Letters per line E-21-T-15, Columns per Page 8 Pelli Pallaki : Min lines 4, Letters per line E-27-T-18, Columns per page 8	

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