

The Siasat Daily Advertisement Rate Card

Tariff (w.e.f. 01-08-2011)	HYDERABAD EDITION	ANDHRA PRADESH EDITION
DISPLAY WEEKDAYS	Rs. 85/- P.Sq. cm	Rs. 110/- P.Sq. cm
DISPLAY SUNDAYS	Rs. 90/- P.Sq. cm	Rs. 120/- P.Sq. cm
FINANCE / ELECTIONS / TRADEMARK / NOTICES	Rs. 90/- P.Sq. cm	Rs. 120/- P.Sq. cm
CLASSIFIED DISPLAY (Matrimonial, Wanted, Rent, Sales)	Rs. 50/- P.Sq. cm	Rs. 60/- P.Sq. cm
CLASSIFIED (3 Lines or 18 Words)	Rs. 250/-	Rs. 300/-
CLASSIFIED (4 Lines or 22 Words)	Rs. 300/-	Rs. 350/-

Mechanical Details	Premium Position	Hyderabad Edition (Rate per Sq. cms in Rupees)		Andhra Pradesh Edition (Rate per Sq. cms in Rupees)	
		Weekdays	Sunday	Weekdays	Sunday
Printing : Web Offset Rotary Press					
Screen : 85 dpi	Front Page (B / W)	170	180	220	240
Size of Printing Paper : 33 x 52 = 1716 Sq.cms	Front Page (Colour)	215	225	275	300
Column Height : 52 cms	Back Page (B / W)	150	160	195	210
Single Column Width : 4 cms	Back Page (Colour)	170	180	220	240
Eight Columns Width : 33 cms	Main Inside Pages (Colour)	150	160	195	210
Minimum Size(Front Page) : 8 x 10 = 80 Sq.cms	Supplement (Colour)	130	135	165	180
	Second Page (B/W)	120	125	155	170
	Last but One Page(B/W)	105	115	140	150
	Premium Position	25% extra on above rates			

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