

The Etemad Advertisement Tariff

w.e.f : July-2011



Display Advertisements Tariff

POSITION	WEEK DAYS	SUNDAYS
Front Page (Colour)	₹. 200/- Sq.cm	₹. 220/- Sq.cm
Front Page (Black & White)	₹. 160/- Sq.cm	₹. 180/- Sq.cm
Back Page (Colour)	₹. 150/- Sq.cm	₹. 170/- Sq.cm
Inside Page (B/W)	₹. 120/- Sq.cm	₹. 130/- Sq.cm
Inside Page (Colour) P-2/2 nd Last Page	₹. 140/- Sq.cm	₹. 160/- Sq.cm
Other Colour Pages	₹. 130/- Sq.cm	₹. 150/- Sq.cm
Court / Legal Notices	₹. 100/- Sq.cm	₹. 120/- Sq.cm
Financial Advertisement	₹. 150/- Sq.cm	₹. 170/- Sq.cm

Ads in Colour Supplement Rs.200/- Sq.cm

Classified Advertisements Tariff

CLASSIFICATION	SIZE	RATE
General Classified	4 Lines	₹. 175/-
Matrimonial	3 x 1 (Box)	₹. 200/-
	5 x 1 (Box)	₹. 500/-
Rent / Sale	3 x 1 (Box)	₹. 200/-
Lease / Wanted		
Special Classifieds	5 x 4 Color	₹. 900/-
Religious Greetings	5 x 4 B / W	₹. 700/-
Missing / Obituary		

MECHANICAL DETAILS

Overall Size of Page 35 x 54 cm.

Size of Printed Area 33 x 52 cm.

Length of Column 52 cm.

No. of Columns in a Page 8

* Specified Page - 50% Extra

	Min Size	Max Size
* Front Page	10 cms x 8 cms	25cms x 16 cms
* Last Page	10 cms x 8 cms	25cms x 33 cms