

Dainik Jagran Advertisement Rate Card

Advertisement Tariff effective from 18th April 2016 (Rates for Sq.cm.)

State Rates Display Ad Rates

DISPLAY - STATE COLOUR RATES

State	Editions	Publications	Colour Rate per sqcm
Jammu and Kashmir	Jammu	DJ	599
Himachal Pradesh	Dharamshala	DJ	599
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	2799
Haryana	Panipat, Hissar, Gurgaon*, Faridabad* & Rohtak	DJ	2299
Delhi NCR	Delhi, Faridabad*, Ghazlabad* Gurgaon* & Noida*	DJ	2299
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1499
Bihar	Bhagalpur, Patna, Muzaffarpur & Gaya	DJ	3099
West Bengal	Siliguri & Kolkata	DJ	599
Madhya Pradesh	Indore, Bhopal, Gwallor & Jabalpur	ND	2599
Chhattisgarh	Bilaspur & Raipur	ND	1099
Uttar Pradesh + Uttarakhand		DJ	8199

Combination Rates

DISPLAY - COMBINATION COLOUR RATES

Combinations	Publications	Colour Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	4799
Punjab + Haryana + Jammu and Kashmir + Himachal Pradesh	DJ	4799
Delhi + NCR*	DJ	2299
Madhya Pradesh + Chhattisgarh	ND	3499
Uttar Pradesh + Uttrakhand	DJ	8199
Greater Delhi (Delhi + NCR* + Meerut/Saharanpur)	DJ	3399

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Notice/Financial/Tenders/Political-State Rates

DISPLAY / NOTICE / TENDER - STATES B/W RATES

State	Editions	Publications	B/W Rate per sqcm
Jammu and Kashmir	Jammu	DJ	499
Himachal Pradesh	Dharamshala	DJ	499
Punjab	Amritsar, Jalandhar, Ludhlana, Bathinda, Patiala & Chandigarh	DJ	2499
Haryana	Panipat, Hissar, Rohtak, Gurgaon* & Faridabad*	DJ	1899
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	1899
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1299
Bihar	Bhagalpur, Patna & Muzaffarpur	DJ	2599
West Bengal	Siliguri & Kolkata	DJ	499
Madhya Pradesh	Indore, Bhopal, Gwalior & Jabalpur	ND	2299
Chhattisgarh	Bilaspur & Raipur	ND	799
Uttar Pradesh + Uttrakhand		DJ	6999

Notice/Financial/Tenders/Political-Combination Rates

DISPLAY / NOTICE / TENDER - COMBINATION B/W RATES

Combinations	Publications	B/W Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	4299
Punjab + Haryana + Jammu and Kashmir + Himachal Pradesh	DJ + PJ	4299
Delhi NCR*	DJ	1899
Madhya Pradesh + Chhattisgarh	ND	2999
Uttar Pradesh + Uttrakhand	DJ	6999
Greater Delhi (Delhi + NCR* + Meerut/Saharanpur)	DJ	2799

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Premiums

PREMIA - DAINIK JAGRAN | NAI DUNIYA | NAV DUNIYA

Position	Premium on Colour Rate
FP Semi Solus (Minimum 180 sqcm)	100%
Innovation Charges	100%
Facing Editorial Page Solus (Minimum 400 sqcm)	100%
Back Page	50%
Local News Page 3, 5 & 7	25%
Local News Page 2 & 4	20%
Sports Page	15%
Branding on Feature Column	50%
FP Pointer (Size 5x4 sqcm)-Minimum 12 insertions to be carried only on bottom half of 1st column	150%