

# Times of India Display Ad Rate Card - 2016

Tariff Rates in Rupees per Square Centimeter

Edition	Base (Colour)	Multiple (Colour)	Front Page (Colour)	Back Page (Colour)	Page 3 (B/W)	Page 3 (Colour)	Page 5 (B/W)	Page 5 (Colour)
Delhi Capital+West Up & UK Gurgaon + Chandigarh	4305	3500	6520	5280	4500	5000	4293	4770
Delhi Capital+West Up & Uk + Chandigarh	4055	3250	6195	4995	4244	4715	4046	4495
Delhi Capital+West Up & Uk Gurgaon	4095	3290	6190	5010	4284	4760	4082	4535
Delhi Capital+ Gurgaon	3890	3085	5895	4755	4055	4505	3870	4300
Delhi Capital+West Up & Uk	3845	3040	5865	4725	4028	4475	3834	4260
Times of India Delhi Capital	3640	2835	5570	4470	3798	4220	3623	4025
Times of India Noida	290	225	365	325	293	325	284	315
Times of India Gurgaon	300	250	375	335	302	335	293	325
Times of India Chandigarh	430	210	550	490	414	460	410	455
Times of India Chandigarh upc	270	160	340	305	261	290	261	290
Times of India Jaipur City +UPC	570	365	735	630	554	615	540	600
TOI Jaipur City	420	215	565	470	410	455	401	445
TOI Jaipur Upcountry	180	150	210	195	171	190	171	190
TOI Western Up & Uk	325	205	415	375	338	375	320	355
TOI Meerut	110	60	140	135	122	135	113	125
TOI Agra	110	60	140	135	122	135	113	125
TOI Bareilly	105	60	135	130	117	130	108	120
TOI Dheradun	165	90	205	195	176	195	167	185
TOI Bhopal + Indore + Raipur + UPC	370	260	505	420	378	420	360	400
TOI Bhopal	190	80	255	210	189	210	185	205
TOI Indore	190	80	230	205	185	205	180	200
TOI Bhopal UPC	85	45	105	100	90	100	90	100
TOI Raipur	110	55	130	120	108	120	108	120
Lucknow+ kanpur + Allahabad + Varanasi	1075	625	1400	1200	1040	1155	1026	1140
Lucknow + Allahabad + Varanasi	950	500	1265	1070	923	1025	918	1020
TOI Lucknow	805	355	1090	905	306	340	770	855
Times of India Kanpur	230	125	255	245	221	245	216	240
Times of India Allahabad	115	75	130	125	113	125	113	125
Times of India Varanasi	110	70	125	120	108	120	108	120
Times of India Mumbai	4785	3740	7790	5960	5103	5670	4833	5370
Times of India Nashik	160	110	215	180	158	175	158	175
Times of India Navi Mumbai	220	210	290	245	221	245	216	240
Times of India Thane	200	150	270	225	203	225	198	220
Pune City + Pune ROM	2225	1745	2945	2510	2106	2340	2061	2290
Times of India Pune city	1995	1515	2615	2250	1872	2080	1832	2035
Times of India Pune ROM	280	230	380	325	284	315	279	310
Times of India Aurangabad	55	45	80	70	59	65	54	60
Times of India Kolhapur	85	75	115	105	95	105	90	100
Times of India Pimpri Chichwad	325	260	430					
Ahmedabad + Baroda + Rajkot + Surat	900	695	730	1130	941	1045	891	990
Times of India Ahmedabad	595	390	830	700	585	650	572	635
Times of India surat	170	90	225	215	185	205	176	195
Times of India Baroda	345	150	420	400	342	380	329	365
Times of India Rajkot	115	65	170	150	144	160	122	135
Times of India Nagpur	290	240	350	320	284	315	279	310
TOI Goa	150	120	215	185	162	180	158	175
Bangalore + Hubli	3180	2465	4855	3885	3321	3690	3137	3485
TOI Bangalore	3130	2415	4795	3885	3276	3640	3083	3425
TOI Mysore	140	70	170	155	140	155	135	150
TOI Mangalore	110	55	140	125	113	125	108	120
TOI Hubli	80	50	95	90	81	90	81	90
TOI Hyderabad	1150	945	1420	1255	1094	1215	1085	1205
TOI Vizag	235	160	285	255	230	255	225	250
TOI Vijayawada	70	50	95	858	77	85	72	80
Chennai + Coimbatore + Madurai / Trichy	2005	1575	2730	2310	1917	2130		2110
TOI Chennai	1740	1310	2390	2010	1688	1875	1652	1835
TOI Coimbatore	300	155	375	335	324	360	297	330
Madurai / Trichy	185	110					185	205
TOI Madurai	125	85	175	150	135	150	131	145
TOI Trichy	100	65	150	125	113	125	108	120
TOI Kerala	355	440	375	400	360	400	347	385
TOI Kozhikode	115	60	135	125	113	125	113	125
TOI Trivandrum	155	85	195	185	167	185	149	165
TOI Kerala Upcountry	115	60	135	125	113	125	113	125
TOI Kochi	170	85	200	185	167	185	162	180
TOI Pondy	55	40	70	65	59	65	59	65
TOI Kolkata + Guwahati	1670	1195	2195	1885	1566	1740	1562	1735
TOI Kolkata	1575	1100	2075	1785	1472	1635	1472	1635

TOI Patna	615	365	70520	66520	58520	65020	563	625
TOI Bihar	440	250	470	460	414	460	410	455
TOI Ranchi /Jharkhand	295	175	330	315	284	315	275	305
TOI Bhubaneshwar	360	195	430	390	338	375	338	375
TOI Guwahati	155	95	185	175	153	170	149	165

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