

# Amar Ujala Advertising Rates

National Rate Card w. e. f. 1st April, 2016.

## Colour Optimizer:

State			
Optimizer	Display	Financial / Tender	
		Colour	B&W
Uttar Pradesh	6666	7333	5999
Uttarakhand	1717	1889	1545
Jammu & Kashmir	606	667	545
Himachal Pradesh	606	667	545
Chandigarh	606	667	545
Punjab	1010	1111	909
Haryana	1515	1667	1364
Delhi + NCR	1414	1555	1273

## Attention Optimizer:

State			
Optimizer	FPSS	FPS	Back Page
Uttar Pradesh	9999	13332	8999
Uttarakhand	2576	3434	2318
Jammu & Kashmir	909	1212	818
Himachal Pradesh	909	1212	818
Chandigarh	909	1212	818
Punjab	1515	2020	1364
Haryana	2273	3030	2045
Delhi + NCR	2121	2828	1909

## Package

Optimizer	Display	Financial / Tender	
		Colour	B&W
UP + Uttarakhand	7227	7950	6504
North Power	2020	2222	1818
Sweet 4	959	1055	863
Hill Queen 1	2020	2222	1818

## Package

Optimizer	FPSS	FPS	Back Page
UP + Uttarakhand	10841	14454	9756
North Power	3030	4040	2727
Sweet 4	1439	1918	1295
Hill Queen 1	3030	4040	2727

## Colour Optimizer:

Editions			
Optimizer	Display	Financial / Tender	
		Colour	B&W
Agra	1313	1444	1182
Meerut	999	1099	899
Bareilly	808	889	727
Moradabad	707	778	636
Aligarh	595	655	536
Kanpur	1616	1778	1454
Lucknow	1818	2000	1636
Jhansi	363	399	327
Varanasi	1010	1111	909
Allahabad	1010	1111	909
Gorakhpur	777	855	699
Dehradun	1212	1333	1091
Nainital	707	778	636
New Delhi	1771	1948	1594
Chandigarh	606	667	545
Jalandhar	1010	1111	909
Jammu	606	667	545
Dharamsala	606	667	545
Rohtak	1515	1667	1364

## Attention Optimizer:

Editions			
Optimizer	FPSS	FPS	Back Page
Agra	1970	2626	1773
Meerut	1499	1998	1349
Bareilly	1212	1616	1091
Moradabad	1061	1414	954
Aligarh	893	1190	803
Kanpur	2424	3232	2182
Lucknow	2727	3636	2454
Jhansi	545	726	490
Varanasi	1515	2020	1364
Allahabad	1515	2020	1364
Gorakhpur	1166	1554	1049
Dehradun	1818	2424	1636
Nainital	1061	1414	954
New Delhi	2657	3542	2391
Chandigarh	909	1212	818
Jalandhar	1515	2020	1364
Jammu	909	1212	818
Dharamsala	909	1212	818
Rohtak	2273	3030	2045

# Amar Ujala Advertising Rates

Political w. e. f. 1st April, 2016.

## Political Optimizer:

State				
Optimizer	Display	FPSS	FPS	Back Page
Uttar Pradesh	7916	11874	15832	10686
Uttarakhand	2211	3318	4423	2985
Jammu & Kashmir	716	1076	1434	968
Himachal Pradesh	716	1076	1434	968
Chandigarh	716	1076	1434	968
Punjab	1572	2358	3144	2122
Haryana	1655	2483	3311	2235
Delhi + NCR	1942	2913	3886	2622

## Editions

Optimizer	Display	FPSS	FPS	Back Page
Agra	1761	2640	3520	2377
Meerut	1349	2023	2697	1821
Bareilly	1104	1655	2206	1490
Moradabad	959	1439	1919	1295
Aligarh	809	1213	1619	1093
Kanpur	2296	3444	4591	3100
Lucknow	2622	3934	5244	3540
Jhansi	517	776	1034	699
Varanasi	1302	1953	2604	1758
Allahabad	1364	2045	2726	1840
Gorakhpur	1052	1580	2106	1421
Dehradun	1636	2455	3273	2210
Nainital	955	1433	1910	1289
New Delhi	2391	3585	4780	3226
Chandigarh	716	1076	1434	968
Jalandhar	1572	2358	3144	2122
Jammu	716	1076	1434	968
Dharamsala	716	1076	1434	968
Rohtak	1655	2483	3311	2235

# Amar Ujala Advertising Rates

**National Rate Card w. e. f. 1st April, 2016.**

**MANORANJAN/UDAAN/RUPAYAN**

## Manoranjan Optimizer:

State		
Optimizer	Inside	FPSS
Uttar Pradesh	3111	3935
Uttarakhand	855	1103
Jammu & Kashmir	277	349
Himachal Pradesh	277	349
Chandigarh	244	317
Punjab	377	487
Haryana	177	237
Delhi + NCR	567	726
All Editions	3777	4874

## Rupayan Women Optimizer:

State			
Page Position	Size (in cms)		Display Rate (Colour)
	Width	Height	
Back Cover	18.5	23	7,97,500
Inside Front Page	18.5	23	6,60,000
Inside Back Cover	18.5	23	6,60,000
Strip on Different Pages*	18.5	5	1,99,100
Full Page	18.5	23	3,99,300
Strip all Pages	18.5	5	5,32,400
Integrated Branding	-	-	26,40,000
Half Page	18.5	11	2,75,000

## Udaan Education Optimizer:

State			
Page Position	Size (in cms)		Display Rate (Colour)
	Width	Height	
Back Cover	18.5	23	2,20,000
Inside Front Page	18.5	23	1,65,000
Inside Back Cover	18.5	23	1,65,000
Strip on Different Pages*	18.5	5	55,000
Full Page	18.5	23	1,10,000
Strip all Pages	18.5	5	2,20,000
Integrated Branding	-	-	11,00,000
Half Page	18.5	11	82,500