

## Business Standard Display Advertisement Rates

### DISPLAY & FINANCE

BS-English Single			Package Rates									
Region	Edn (B&W)	Edn (Color)	Region	Any 1 (B&W)	Any 1 (Color)	Any 2 (B&W)	Any 2 (Color)	Any 3 (B&W)	Any 3 (Color)	All Editions (B&W)	All Edns (Color)	
North			North	296	451	280	426	240	366			
Delhi + Lucknow	255	388	East	162	247	153	233	131	200			
Chandigarh	65	99	West	296	451	280	426	240	366			
East			South	208	317	197	300	169	257			
Kolkatta	115	175										
Bhubneshwar	60	91	<b>All Editions</b>							<b>650</b>	<b>990</b>	
West										<b>Position Premiums</b>		
Mumbai + Pune	240	366								Front page solus of Section I	100%	
Ahmedabad	80	122								Page 3 of Section I	35%	
South										Back page of Section I	35%	
Chennai + Kochi	73	111								Front page solus of Section II	25%	
Bangalore	85	129								Any other guaranteed page	40%	
Hyderabad	67	102								Any other guaranteed position	25%	
<b>BS-Hindi</b>			<b>B &amp; W</b>				<b>Colour</b>					
Delhi							137				205	
Munbai							68				102	
Kolkata							55				83	
Lucknow							50				75	
Chandigarh							65				98	
Bhopal							50				75	
Patna							45				68	
<b>All Editions</b>							<b>376</b>				<b>564</b>	

Note : The above tariff may have changed. Please call us and confirm the rates before proceeding.