

## The Hitavada Advertisement Rates (Tariff)

Ad Rates for Display & Commercial, Appointment, Tender, Financial Ads

Rate with effect from 1-4-2011

All rates are in per sq.cm.)

	NAGPUR	JABALPUR	RAIPUR	BHOPAL	COMBINED
<b>Commercial &amp; Display Ads.</b>	Rs. 225/-	Rs. 100/-	Rs. 100/-	Rs. 100/-	Rs. 350/-
Nagpur + Any Two Editions					Rs. 325/-
Nagpur + Any One Edition	--	--	--	--	Rs. 275/-
Three Editions Excluding Nagpur					Rs. 200/-
Any two Editions Excluding Nagpur	--	--	--	--	Rs. 150/-
<b>Appointment Ads. Main Issue only</b> (Tue. Thur & Sat) (Inside Pages only) Min. width 8 cms or multiples of 8 cms	Rs. 200/-	Rs. 75/-	Rs. 75/-	Rs. 75/-	Rs. 300/-
Nagpur + Any Two Editions					Rs. 275/-
Nagpur + Any One Edition					Rs. 225/-
Three Editions Excluding Nagpur					Rs. 150/-
Any Two Editions Excluding Nagpur					Rs. 125/-
<b>Govt., Public Sector Undertaking Tender, Financial Ads</b>	Rs. 225/-	Rs. 100/-	Rs. 100/-	Rs. 100/-	Rs. 350/-
<b>Masthead Strip/ Skybus</b> Min. Size (H) 5 cm x (W) 33 cm	Rs. 1100/-	Rs. 400/-	Rs. 400/-	Rs. 400/-	Rs. 1600/-
<b>Ear Panels (Min. 26 panels)</b> Last page Panel (5cm x 8 cm) colour	Per Panel Rs. 8000/-	Per Panel Rs. 3000/-	Per Panel Rs. 3000/-	Per Panel Rs. 3000/-	Per Panel Rs. 12000/-
<b>FRONT PAGE POINTER</b> [Size 5 cm (H) x 4 cm (W)]	Rs. 9000/-	Rs. 4000/-	Rs. 4000/-	Rs. 4000/-	Rs. 14000/-

### Special Positions

Premium for colour (In addition to charges for special positions)	100% Extra
Front Page Solus (Min. size 20 cm x 12 cm)	150% Extra
Front Page Semi Solus [Min. size 10 cms (h) x 8 cms (w)]	100% Extra
Other Special Positions/ Last Page	50% Extra

### Mechanical Details:

Full Page size 51 cms (H) x 33 cms (W) (8 columns: 1 col. width: 4 cms). **Material preferred:** B/W screen accepted upto 85%, Colour 100% (halftone frequency)

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