

# Punjab Kesari Group Advertising Rates

## Revision of Advertisement Rates w.e.f. February 1, 2012

Publication	DISPLAY RATES		CLASSIFIED
	B & W Per Sq. Cm (Rs.)	Colour (SNP) Per Sq. Cm. (Rs.)	Per Word (Min. 15 & 80 Words) (Rs.)
<b>INDIVIDUAL RATE</b>			
Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu)	750	1100	15
Jag Bani (Jalandhar + Ludhiana + Chandigarh)	275	450	10
Hind Samachar (Jalandhar + Chandigarh + Jammu)	100	150	2
<b>COMBINED RATES (All Editions)</b>			
Punjab Kesari + Jag Bani + Hind Samachar	900	1325	22
Punjab Kesari + Jag Bani	875	1275	21
Punjab Kesari + Hind Samachar	800	1175	16

### PREMIA :

- 110% Extra for : Front Page (Solus) COLOUR (Minimum Size 400 sq.cm.),  
Island Position.  
100% Extra for : Front Page (Semi-Solus) COLOUR  
75% Extra for : Page 3 Back Page, Innovative Ads.  
25% Extra for : Specified Page or Position.  
50% Surcharge on Glazed News Print (Colour Ad. Only).  
Box Service Charges for each advertisement/combination : Rs. 50/-.

### Rate for Classified Display : (Only in Colour)

- Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu) Rs. 500/- per sq.cm.  
Punjab Kesari (Jalandhar + Ludhiana) + Rs. 275/- per sq.cm.  
Punjab Kesari (Chandigarh+Hisar+Panipat) Rs. 150/- per sq.cm.  
Jag Bani (Jalandhar + Ludhiana + Chandigarh) Rs. 200/- per sq.cm.  
Punjab Kesari (Jammu) Rs. 50/- per sq.cm.  
Punjab Kesari (Himachal) Rs. 60/- per sq.cm.

### Rates for Real Estates Colour Advertisements in Classified Display.

- Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu) Rs. 200/- per sq.cm.  
Jag Bani (Jalandhar + Ludhiana + Chandigarh) Rs. 125/- per sq.cm.  
Punjab Kesari + Jag Bani (All Editions) Rs. 300/- per sq.cm.

### Discounted Rates for Obituary Ad :

- Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu) Rs. 350/- per sq.cm.  
Punjab Kesari (Jalandhar + Ludhiana) Rs. 200/- per sq.cm.  
Punjab Kesari (Chandigarh + Panipat + Hisar) Rs. 80/- per sq.cm. Punjab Kesari (Palampur) Rs. 35/- per sq.cm.  
Punjab Kesari (Jammu) Rs. 25/- per sq.cm. Jag Bani (Jalandhar + Ludhiana + Chandigarh) Rs. 100/- per sq.cm., Colour Rs. 185/-,  
Jagbani (Jalandhar+Ludhiana+Chandigarh) Front Page B & W Rs. 200/- per sq.cm.,  
Colour Rs. 300/- per sq.cm.

Hind Samachar (Jalandhar + Chandigarh + Jammu) Rs. 50/- per sq.cm.

Hind Samachar (Jalandhar + Chandigarh) Rs. 25/- per sq.cm., Hind Samachar (Jammu) Rs. 20/- per sq.cm.

Punjab Kesari - (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu)  
Jag Bani - (Jalandhar + Ludhiana + Chandigarh)  
Hind Samachar - (Jalandhar + Chandigarh + Jammu)