

The New Indian Express Advertisement Rates (Tariff)

Ad Rates for Display, Financial, Tender & Notices. (W.E.F. 1st May, 2013)

SOLO		Rate per Sq. Cm. (Rs.)					
		DISPLAY / F&C		F P	TENDER		APPT
		B & W	CLR	CLR	B&W	B&W	CLR
THE NEW INDIAN EXPRESS (AI Edn)		2250	3150	4600	2250	1400	1750
DINAMANI (AI Edn)		800	1000	1400	800	400	500
KANNADA PRABHA (AI Edn)		650	900	1350	650	200	275
THE SUNDAY STANDARD (New Delhi Edn)		275	350	450	275	—	—

SOUTH PACKAGE		Rate per Sq. Cm. (Rs.)					
		DISPLAY / F&C		F P	TENDER		APPT
		B & W	CLR	CLR	B&W	B&W	CLR
TNIE+DIN (AI Editions)		2525	3400	5100	2525	1500	1950
TNIE+KP (AI Editions)		2450	3400	5050	2450	1425	1900
TNIE+DIN+KP (AI Editions)		2950	4050	6000	2950	1550	2000

STATE PACKAGE		Rate per Sq. Cm. (Rs.)			
TNIE + LANGUAGES		DISPLAY		B P	F P
		B & W	CLR	CLR	CLR
TAMILNADU					
TNIE (Che+Mad+Che+Tr)		1000	1275	1475	1925
TNIE (Che+Mad+Che+Tr)+					
DIN (Che+Mad+Che+Tr)+Tr+V+Gul)		1400	1800	2000	2600
KARNATAKA					
TNIE (Bgl+Bgm+Smg)		600	800	900	1300
TNIE (Bgl+Bgm+Smg) +					
KP (Bgl+Bgm+Smg+Mag+Hubli+Gul)		1050	1375	1375	2100
KERALA					
TNIE (Koc+Kad+Trm)		330	475	525	725
ANDHRA					
TNIE (Hyd+V)+Vsk)		475	600	660	860
ORISSA					
TNIE (Bhar)		300	400	425	660

THE SUNDAY STANDARD		Rate per Sq. Cm. (Rs.)			
(Weekly News Paper - Broad sheet - Only on Sundays - from New Delhi)		DISPLAY		B P	F P
		B & W	CLR	CLR	CLR
SOLO					
THE SUNDAY STANDARD		275	330	385	440
THE SUNDAY STANDARD Magazine		190	225	225	—
PACKAGE					
THE NEW INDIAN EXPRESS (AI) or					
THE NEW SUNDAY EXPRESS (AI) +					
THE SUNDAY STANDARD		2475	3355	3355	4890
THE NEW INDIAN EXPRESS (AI) or					
THE NEW SUNDAY EXPRESS (AI) +					
THE SUNDAY STANDARD Magazine		2420	3300	3300	4785
THE NEW SUNDAY EXPRESS Magazine+					
THE SUNDAY STANDARD Magazine		1790	2430	2430	3520

INDIVIDUAL EDITIONS		Rate per Sq. Cm. (Rs.)			
THE NEW INDIAN EXPRESS		DISPLAY		B P	F P
		B & W	CLR	CLR	CLR
CHENNAI		900	1100	1300	1650
MADURAI		105	155	155	255
COIMBATORE		275	360	385	500
TRICHY		90	130	150	180
BANGALORE		460	635	730	970
BELGAUM		130	165	175	290
SHIMOGA		130	165	175	290
KOCHI		205	315	355	485
KOZHIMODE		125	175	175	290
THIRUVANANTHAPURAM		125	180	205	300
HYDERABAD		260	340	365	400
VIJAYAWADA		150	220	230	320
VISAKHAPATNAM		160	250	265	330
BHUBANESHWAR		300	400	425	660

DINAMANI		Rate per Sq. Cm. (Rs.)			
		DISPLAY		B P	F P
		B & W	CLR	CLR	CLR
CHENNAI		320	425	475	720
MADURAI		110	200	200	265
COIMBATORE		140	200	220	325
TRICHY		90	140	160	185
THIRUNELVELI		90	135	135	185
VELLORE		65	100	100	130
DHARMAPURI		55	80	90	125
NEW DELHI		70	100	110	130
DINAMANI ALL EDITIONS		800	1000	1000	1400

KANNADA PRABHA		Rate per Sq. Cm. (Rs.)			
		DISPLAY		B P	F P
		B & W	CLR	CLR	CLR
BANGALORE		465	660	760	1060
BELGAUM		100	130	130	200
SHIMOGA		105	135	135	215
MANGALORE		100	130	130	205
HUBLI		95	130	130	205
GULBARGA		70	100	100	185
KP ALL EDITIONS		650	900	900	1350

CENTRE PACKAGE		Rate per Sq. Cm. (Rs.)			
TNIE + LANGUAGES		DISPLAY		BACK PAGE	F P
		B & W	CLR	CLR	CLR
THE NEW INDIAN EXPRESS + DINAMANI (Chennai)		960	1210	1430	1925
THE NEW INDIAN EXPRESS + DINAMANI (Madurai)		185	290	290	430
THE NEW INDIAN EXPRESS + DINAMANI (Coimbatore)		355	460	500	640
THE NEW INDIAN EXPRESS + DINAMANI (Trichy)		130	180	210	265
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Bangalore)		760	1050	1200	1650
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Belgaum)		190	250	250	400
THE NEW INDIAN EXPRESS + KANNADA PRABHA (Shimoga)		190	250	250	410

PUBLICATION CODES : TNIE-The New Indian Express, TNSE-The New Sunday Express, DM-Dinamani, KP-Kannada Prabha,

CATEGORY CODES : D-Display, T-Tender, F&C-Financial & Corporate, BP-Back Page, FP-Front Page, Appt-Appointment,

