

The Siasat

Daily Advertisement Rate Card (01-10-2016)

Tariff (w.e.f. 01-10-2016)	HYDERABAD EDITION (HYDERABAD)	DISTRICT EDITION (TELANGANA & ANDHRA DISTRICTS)	TELANGANA EDITION (HYDERABAD & DISTRICTS OF TELANGANA)	ALL EDITION (HYDERABAD, TELANGANA & ANDHRA DISTRICTS)
DISPLAY MONDAY TO FRIDAY	₹ 110/- P. Sq. Cm	₹ 60/- P. Sq. Cm	₹ 140/- P. Sq. Cm	₹ 150/- P. Sq. Cm
DISPLAY SATURDAY AND SUNDAY	₹ 120/- P. Sq. Cm	₹ 65/- P. Sq. Cm	₹ 150/- P. Sq. Cm	₹ 160/- P. Sq. Cm
FINANCE/ELECTIONS/TRADEMARKS/TENDER NOTICES	₹ 120/- P. Sq. Cm	₹ 65/- P. Sq. Cm	₹ 150/- P. Sq. Cm	₹ 160/- P. Sq. Cm
LEGAL NOTICE/CHANGE OF NAME	₹ 100/- P. Sq. Cm	₹ 50/- P. Sq. Cm	₹ 130/- P. Sq. Cm	₹ 140/- P. Sq. Cm
OBITUARY, BON VOYAGE, GREETINGS	₹ 80/- P. Sq. Cm	₹ 40/- P. Sq. Cm	₹ 100/- P. Sq. Cm	₹ 120/- P. Sq. Cm
CLASSIFIED DISPLAY (Matrimonial, Wanted, Rent & Sales ADS Issued directly by Individuals and the column width should only be 4 cm)	₹ 70/- P. Sq. Cm	₹ 50/- P. Sq. Cm	₹ 80/- P. Sq. Cm	₹ 90/- P. Sq. Cm
CLASSIFIED (3 Lines or 18 Words)	₹ 400/-	₹ 200/-	₹ 450/-	₹ 500/-
CLASSIFIED (4 Lines or 22 Words)	₹ 500/-	₹ 250/-	₹ 550/-	₹ 600/-

Mechanical Details	PREMIUM POSITION	HYDERABAD EDITION (Rate Per Sq. Cm. in Rupees)		DISTRICT EDITION (Rate Per Sq. Cm. in Rupees)		TELANGANA EDITION (Rate Per Sq. Cm in Rupees)		ALL EDITION (Rate Per Sq. Cm in Rupees)	
		Mon-Fri	Sat/Sun	Mon-Fri	Sat/Sun	Mon-Fri	Sat/Sun	Mon-Fri	Sat/Sun
Printing : Web Offset Rotary Press									
Screen : 85 dpi	Front Page (B/W)	220	240	120	130	280	300	300	320
Size of Printing Paper: 33x52=1716 Sq. Cm	Front Page (Colour)	275	300	150	165	350	375	375	400
Column Height : 52 Cm	Back Page (B/W)	190	210	105	115	245	265	265	280
Single Column Width: 4 Cm	Back Page (Colour)	250	270	135	145	315	340	340	360
Eight Column Width: 33 Cm	Main Inside Pages Colour	220	240	120	130	280	300	300	320
Minimum Size (Front Page) : 8 x 10 = 80 Sq. Cm	Supplement (Colour)	165	180	90	100	210	225	225	240
Island positions - 25% extra	Second, Third Page & Last But One Page (B/W)	155	170	85	90	200	210	210	225

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