

Vijay Karnataka Advertisement Rate Card & Tariff

Effective February 15, 2012

Advertising Rates (all rates in rupees per sq. centimeter)

VIJAY KARNATAKA Publication / Market	DISPLAY / FINANCIAL / TENDER / CONTRACTS							
	Black & White				Colour			
	1-2	3-5	6+	Multiple	1-2	3-5	6+	Multiple
Bangalore	825	785	725	725	825	785	725	725
Hubli	270	250	235	235	350	325	300	300
Mangalore	250	225	200	200	250	225	200	200
Mysore	200	180	170	170	260	240	225	225
Bagalkot	150	120	100	100	215	180	150	150
Gangavathi	150	120	100	100	215	180	150	150
Gulbarga	150	120	100	100	215	180	150	150
Shimoga	150	120	100	100	215	180	150	150
Chitradurga	115	100	75	75	180	145	115	115
Hassan	70	60	50	50	100	85	65	65
Vijaya Next	250	150	125	125	250	150	125	125
Bodhi Vruksha	250	150	125	125	250	150	125	125
Times of India Hubli	80	70	60	60	80	70	60	60
Times of India Mangalore	95	85	75	75	95	85	75	75
Times of India Mysore	130	110	100	100	130	110	100	100
VALIDITY PERIOD	30 Days	60 Days	90 Days		30 Days	60 Days	90 Days	

VIJAY KARNATAKA Publication / Market	APPOINTMENTS				SPOT / POINTER
	Black & White		Colour		
	Base	Multiple	Base	Multiple	
Bangalore	345	310	345	310	15000
Hubli	110	100	130	110	6500
Mangalore	90	70	90	70	5400
Mysore	75	65	80	70	5400
Bagalkot	65	55	70	60	4300
Gangavathi	65	55	70	60	4300
Gulbarga	65	55	70	60	4300
Shimoga	65	55	70	60	4300
Chitradurga	65	55	70	60	4300
Hassan	50	40	55	40	2100
VK All edn	810	810	890	890	34500

Reckoner

- Base rates are applicable in case an advertiser avails any single publication edition.
- Base publication is defined as the publication/ package with the highest rate psc in the combination chosen. The other edition(s) / publication(s) may be added to the publication(s) / package(s) at their respective multiple rates.
- The Inter / Intercity package rates will apply only if the advertisement released is of equal size for the same product / service across all publications in a single insertion.
- Across multiple insertion, the size can vary upto 50% from the largest size ad. Similarly, multiple brands within a product category can be advertised across multiple insertions.
- There is a pre-determined breakup of allocation to publications / editions comprising of package (available at all our offices) which will be used in case of refunds.
- No cancellation of publication / editions will be allowed within inter / intercity packages.
- Advertiser have the flexibility of not placing their ads in certain editions of a selected package. However, entire package rate will be charged.
- Multiple rate entitles to repeat of the same ad as the base publications in the ratio of 1:1 i.e. if three insertions are availed in single release order, only three can be added-on, the rest will go on the applicable base rates.
- The base package / publication / edition & the selected multiples must be availed within the time frame stipulated for the base package / publication / edition.
- Any combination rate lower than the base rate will not apply.
- Pointer rate is common for both Black & White as well as Colour advertisement.

MAXIMUM KARNATAKA PLAN

DISPLAY / FINANCIAL

Publication / Market	Black & White			Colour		
	1-2	3-5	6+	1-2	3-5	6+
	Platinum-Karnataka : VK-ALL+TOI-ROK+VN+BV	1990	1810	1585	2490	2310
Diamond-Karnataka : VK-ALL+TOI-ROK+VN	1920	1745	1535	2420	2245	2050
Gold-Karnataka : VK-ALL+TOI-ROK	1850	1680	1485	2350	2180	2000
Silver-Karnataka : VK-ALL+VN	1770	1615	1435	2280	2125	1960
Bronze-Karnataka : VK-BNG+VN	895	850	775	895	850	775
VALIDITY PERIOD	30 Days	60 Days	90 Days	30 Days	60 Days	90 Days

RIDERS

	Front Page	Page 3	Any Page	Back Page	Front Page Sky Bus size
VK	75%	25%	20%	30%	32.9 cm x 3 to 5 cm - 200% Premium
For Front, Back Page & Pointers Colour Rates will apply for both BW & Colour ads. Front Page ad size 12 x 20 / 25, 16 x 25					Pointer / Spot size 3.85 cm width x 5 cm height

ABBREVIATIONS

◆ VK - Vijay Karnataka	BNG - Bangalore	GVT - Gangavathi
◆ VN - Vijaya Next	HLB - Hubli	GLB - Gulbarga
◆ BV - Bodhi Vruksha	MNG - Mangalore	SMG - Shimoga
◆ TOI - Times of India	MYS - Mysore	CTD - Chitradurga
◆ ROK - Rest of Karnataka (Includes TOI - HBL + MNG + MYS Editions)	BKT - Bagalkot	HSN - Hassan

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

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To book an ad in Vijay Karnataka call Mr. Chary - 08886 009 009 (O) 040-24765432
E-mail : info@bhavesads.com

BHAVES
ADVERTISERS