



सन्मार्ग हिन्दी दैनिक

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ADVERTISEMENT TARIFF

WITH EFFECT FROM 24TH JUNE 2009

EDITION	FPS	FPSS	BACK PAGE	INSIDE PAGE		FPS	FPSS	BACK PAGE	INSIDE PAGE	
	COLOUR ONLY			COL	B/W	COLOUR ONLY			COL	B/W
	WEEKDAY DISPLAY sqcm (Rs)					WEEKDAY COMBINED DISPLAY sqcm (Rs)				
Kolkata	700	550	350	250	125					
Patna (Bihar)	550	400	300	250	125					
Ranchi (Jharkhand)	550	400	300	250	125					
Bhubaneswar (Orissa)	350	300	250	160	80					
All						1290	1155	840	728	364
Kolkata + Patna (Bihar)						750	665	455	400	200
Kolkata + Ranchi (Jharkhand)						750	665	455	400	200
Kolkata + Bhubaneswar (Orissa)						630	595	420	328	164
Patna + Ranchi + Bhubaneswar						870	770	595	528	264
Patna + Ranchi						660	560	420	400	200
Ranchi + Bhubaneswar						540	490	385	328	164
Patna + Bhubaneswar						540	490	385	328	164
Kolkata + Patna + Ranchi						1080	945	665	600	300
Kolkata + Patna + Bhubaneswar						960	875	630	528	264
Kolkata + Ranchi + Bhubaneswar						960	875	630	528	264
EDITION	SUNDAY DISPLAY sqcm (Rs)					SUNDAY COMBINED DISPLAY sqcm (Rs)				
Kolkata	875	680	435	300	150					
Patna (Bihar)	685	500	400	300	250					
Ranchi (Jharkhand)	685	500	400	300	250					
Bhubaneswar (Orissa)	435	350	300	200	100					
All						1608	1421	1074	880	600
Kolkata + Patna (Bihar)						936	826	584	480	320
Kolkata + Ranchi (Jharkhand)						936	826	584	480	320
Kolkata + Bhubaneswar (Orissa)						786	721	514	400	200
Patna + Ranchi + Bhubaneswar						1083	945	770	640	480
Patna + Ranchi						822	700	560	480	400
Ranchi + Bhubaneswar						672	595	490	400	280
Patna + Bhubaneswar						672	595	490	400	280
Kolkata + Patna + Ranchi						1347	1176	864	720	520
Kolkata + Patna + Bhubaneswar						1197	1071	794	640	400
Kolkata + Ranchi + Bhubaneswar						1197	1071	794	640	400

EDITION	COLOUR		B/W INSIDE PAGE WEEKDAYS		
	Pointer (4 cm x 3.8 cm)	Tender/Legal/Financial/Notice	Obituary/Memorium	UFR & AFR	
Kolkata	.4500	.100	.75	.60	
Patna (Bihar)	.4500	.75	.50	.40	
Ranchi (Jharkhand)	.4500	.75	.50	.40	
Bhubaneswar (Orissa)	.2300	.50	.40	.30	
All	.11850	.225	.161	.128	
Kolkata + Patna (Bihar)	.6750	.131	.94	.75	
Kolkata + Ranchi (Jharkhand)	.6750	.131	.94	.75	
Kolkata + Bhubaneswar (Orissa)	.5100	.113	.86	.68	
Patna + Ranchi + Bhubaneswar	.8475	.150	1.05	.83	
Patna + Ranchi	.6750	.113	.75	.60	
Ranchi + Bhubaneswar	.5100	.94	.68	.53	
Patna + Bhubaneswar	.5100	.94	.68	.53	
Kolkata + Patna + Ranchi	1.0125	.188	.131	.105	
Kolkata + Patna + Bhubaneswar	.8475	.169	.124	.98	
Kolkata + Ranchi + Bhubaneswar	.8475	.169	.124	.98	

SUNDAY	COLOUR	B/W INSIDE PAGE SUNDAYS		
Kolkata	.5175	.115	.85	.110
Patna (Bihar)	.5175	.86	.58	.46
Ranchi (Jharkhand)	.5175	.86	.58	.46
Bhubaneswar (Orissa)	.2645	.58	.46	.35
All	1.3628	.259	.185	.147
Kolkata + Patna (Bihar)	.7763	.151	1.08	.86
Kolkata + Ranchi (Jharkhand)	.7763	.151	1.08	.86
Kolkata + Bhubaneswar (Orissa)	.5865	.129	.99	.78
Patna + Ranchi + Bhubaneswar	.9746	.173	1.21	.95
Patna + Ranchi	.7763	.129	.86	.69
Ranchi + Bhubaneswar	.5865	1.08	.78	.60
Patna + Bhubaneswar	.5865	1.08	.78	.60
Kolkata + Patna + Ranchi	1.0983	.216	.151	.121
Kolkata + Patna + Bhubaneswar	.4061	.194	.142	.112
Kolkata + Ranchi + Bhubaneswar	.9746	.194	.142	.112

FOR COLOUR OBITUARY / MEMORIUM / FINANCIAL / NOTICE
100% EXTRA OF B/W RATE

EDITION	FEATURE	FPS	OTHER PAGES
SUNDAY (COLOUR ONLY) ALL	RAVIVARIYA	400	200
THURSDAY (COLOUR ONLY) ALL	SANJIVANI	275	150
FRIDAY (COLOUR ONLY) ALL	RAGRANG	300	175

ACCEPTABLE SIZE OF DISPLAY ADVERTISEMENT

CATEGORY	HEIGHT
B&W	.52
Colour	.52
Front Page Solus	.20
Front Page Semi Solus	.15

TERMS & CONDITIONS

- The dimension of an advertisement will be in cm x cm (square centimeter) it is imperative to define the size of an advertisement as "Height x Width" in the Release Order and all other related communications.
- Any special page position on inside pages of the main section will attract (25%) add-on premium on the listed rates.
- Political Advertisement will attract (25%) add-on premium on the listed rates.
- All advertisements must be in accordance with our code standard, state laws and rules as stipulated by INS and Advertisements Standard Council.
- All advertisements is subject to cancellation without advance notification.
- Rates as applicable on the insertion date will be effected, irrespective of the date of booking of an advertisement.
- Advertisements are accepted in good faith and management does not accept any liability for contents of advertisement delay. Omission or errors in publication, forwarding replies etc.
- Advertisement material supplied should be called back with specific mention in the RO else it will be destroyed after publication of the advertisement.

MATERIAL REQUIRED

- Advt. can be taken in .jpg, .pdf (composit or separated), .tif format.
- Resolution should be from 200 dpi to 300 dpi max or based on the specified parameter used.
- Should be supplied on CD
- Colour screen (85%)
- B&W screen (65%) - (75%)

MATERIAL DEADLINE

- MAIN SECTION :** (16:00) hrs for the next days edition.
- FEATURE SECTION :** With a lead time of days from the scheduled date of publication