



Advertisement Rates Effective April 1, 2010

Dear Business Associates,

Greeting from HT Media!

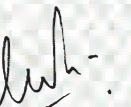
I would like to take this opportunity to thank you all for the tremendous support and faith that you have shown in our brands over the last many decades.

It is your unstinting support that has made HT Media one of the fastest growing media organizations.

As a group, we have believed in not just being a vehicle for advertising your products but to be true partners in providing innovative solutions for your brands.

We at HT Media look forward to your continued support and are proud to have the opportunity to serve your business.

Regards



Rajeev Beotra

Business Head, Media Marketing  
HT Media Ltd

**An institution that has been the voice of the nation through its birth and adolescence.**

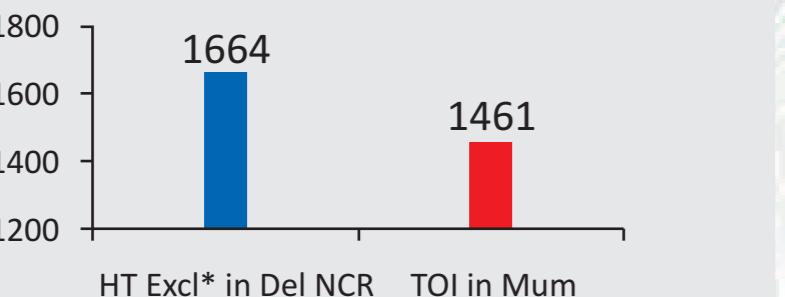
**A mouthpiece of the nation's concerns and agenda, that has evolved into a multimedia company**



# hindustantimes

The 2nd Largest English Daily in India with **16.64 lakh exclusive readers** in Delhi NCR

## HT Exclusive Readership



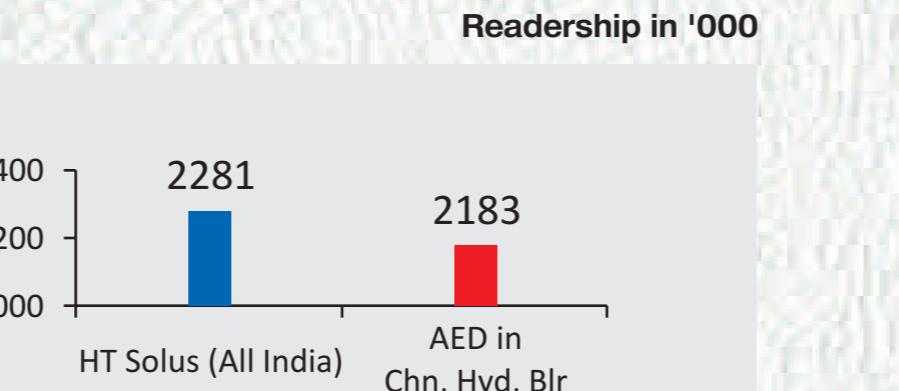
Exclusive readership in Delhi (17 lakh) greater than TOI readership in Mumbai (15 lakh)

\*Readership exclusive from TOI



To get your copy of Hindustan Times regularly,  
please SMS "HTSUB" to 54242 or contact your vendor.

Hindustan Times



Exclusive readers of HT > combined readership of Eng Newspapers in Hyd + Chennai + Blr

Data Source : IRS 2009 R2



## Hindustan Times Advertisement Rates

### MAIN RATES - DISPLAY / AUCTIONS

Edition	Color	
	1-3 Ins or upto 1200 sq.cm	4+Ins* or more than 1200 sq.cm
HT-Delhi (Metro)	2800	2500
HT-Delhi (Metro + Upcountry)**	3150	2800
HT-Mumbai	1500	1200
HT Chandigarh, Punjab, Haryana ***	600	550
HT UP^	325	325
HT Bihar	275	275
HT Jharkhand	250	250
HT Kolkata	275	275
HT Bhopal	250	250

For all editions (except : Delhi (Metro), Delhi (Metro + Upcountry) & Mumbai ) advertisers can avail of B/W option at 10% discount on specified Base Rates. (Applicable only if all releases in packages are in B/W.)

\*Applicable only if at least 4 insertions are consumed within a period of 45 days

\*\*All frequency based incentive slabs shall be applicable only when all advertisements are of equal size (incl. Dealer panel if any), released in a single RO for the same client/product/service by the client/agency

\*\*\*Advertiser shall pre specify all the release dates in the RO, and all commitment shall be consumed within a specified time period. The applicable higher slab rate shall apply if the volume or series commitment has not been met within the specified time period

30% premium applicable for political ads.

Front page pointers are available at 2.5 times the applicable per sq cms Base rates

Front page pointer available size: 4 cm (W) x 3 cm (H)

Note : HT Next (Delhi, NCR) is available at a base rate (Col / B&W) of Rs 400 per sq cm.

Premium loading as applicable

HT= Hindustan Times

<sup>^</sup> HT Lucknow edition

HT-Delhi (Metro) : Delhi City, NCR

\*\*HT Upcountry edition reach:

Uttar Pradesh: Agra, Aligarh, Allahabad, Almora, Baghpat, Barabanki, Bareilly, Bijnor, Budaun, Bulandshahr, Etah, Etawah, Faizabad, Farrukhabad, Firozabad, Ghaziabad, Gorakhpur, Hardoi, Jyotiba Phule Nagar, Kanpur, Lucknow, Mainpuri, Mathura, Meerut, Moradabad, Muzaffarnagar, Pilibhit, Rampur, Saharanpur, Uttarakhand: Almora, Champawat, Nainital, Pithoragarh, Udhampur, Haryana: Bhiwani, Fatehabad, Hisar, Hodal, Jhajjar, Jind, Karnal, Mahendragarh, Panipat, Rewari, Rohtak, Sirsa, Sonipat, Chattisgarh: Bilaspur, Durg, Raipur, Madhya Pradesh: Datia, Gwalior, Morena, Neemuch, Shivpuri, Rajasthan: Ajmer, Alwar, Baran, Barmer, Bhilwara, Bikaner, Bundi, Chittor, Churu, Dausa, Dholpur, Ganganagar, Hanumangarh, Jaipur, Jaisalmer, Jhansi, Jhunjhunu, Jodhpur, Kota, Nagaur, Pali, Rajsamand, Sawai Madhopur, Sikar, Sirohi, Tonk, Udaipur

\*\*\* Haryana: Rest of Haryana excluding the HT upcountry locations

### MAIN RATES - TENDERS/CONTRACTS/PUBLIC NOTICES

Edition	B/W
HT Delhi (Metro + Upcountry)*	1875
HT Mumbai*	1375
HT Chandigarh#, Punjab, Haryana ***	515
HT UP^	375
HT Bihar	315
HT Jharkhand	275
HT Kolkata	275
HT Bhopal	260

Note:

Color rates at 10% premium

\*: Option to include any single edition of MINT at an add on of Rs 200

##: Advertisers have an option to include corresponding HH edition at no extra cost where available

attracts more new readers than anyone else.

HT Next (Delhi, NCR) is available at a base rate (Col / B&W) of Rs 400 per sq cm.

Front page pointer available size: 4 cm (W) x 3 cm (H)

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All rates in Rs. per Sq.Cm.

# हिन्दुस्तान

Hindustan is the **Third Largest** daily in the country

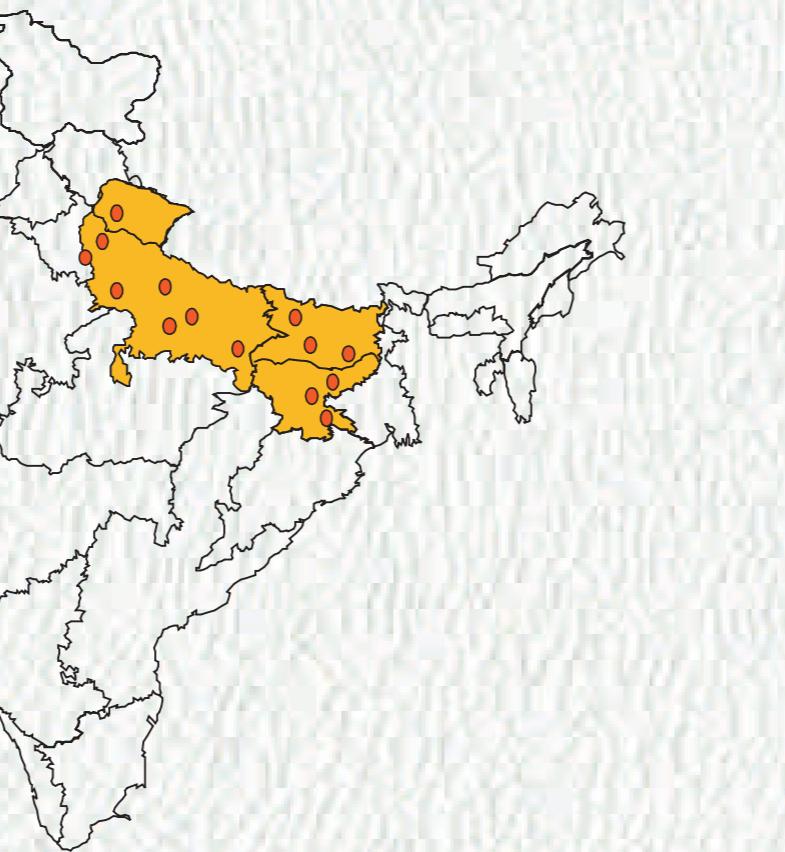
## HH Strength in Numbers

AIR	93.36 Lakhs
SEC A	14.61 Lakhs
SEC B	13.42 Lakhs
TR	2.79 Crores

UP expansion yet to be captured in IRS



## Indo-Gangetic Belt



16 Print Locations spanning the entire Indo-Gangetic belt

North: Delhi, Chandigarh    Uttarakhand: Dehradun    West UP: Meerut, Agra, Bareilly

East UP: Lucknow, Varanasi, Kanpur, Allahabad    Bihar: Patna, Muzaffarpur, Bhagalpur

Jharkhand: Ranchi, Jamshedpur, Dhanbad

\*Gorakhpur : Print location to be launched in May 2010

## Hindustan Advertisement Rates

### MAIN RATES - DISPLAY / AUCTIONS

Edition	B/W	Color
HH - Bihar + Jharkhand	1500	2250
HH Bihar	1100	1650
HH Jharkhand	550	750
HH - UP/ Uttarakhand	1200	1800
HH - Delhi	750	750
HH - Chandigarh	150	175

Note :

Premium loading as applicable

HH= Hindi Hindustan

30% premium applicable for political ads

Front page pointers are available at 2.5 times the applicable per sq cms Base rates

Front page pointer available size: 4 cm (W) x 3 cm (H)

### Brand Promise

Empowering the Youth of the Hindi Heartland

### Product Promise

News that Helps the Reader Get Ahead in life

### Advertiser Promise

Best in Class Printing, Clutter Free Layout, Right Ambience

### MAIN RATES - TENDERS/CONTRACTS/PUBLIC NOTICES

Edition	B/W
HH Bihar <sup>s</sup>	135
HH Jharkhand <sup>s</sup>	70
HH Uttar Pradesh/Uttarakhand <sup>s</sup>	135
HH Delhi	70
HH Chandigarh	50

Note:

Color rates at 10% premium

<sup>s</sup>: Advertisers have an option to include corresponding Hindi edition in the rates where available

**Undisputed leader in Bihar** with nearly double the readership of nearest competitor

**Strong Number 1 in Jharkhand** with close to 12 lakh readers

**A close Number 2 in Delhi** ICR with more than 13 lakh readers

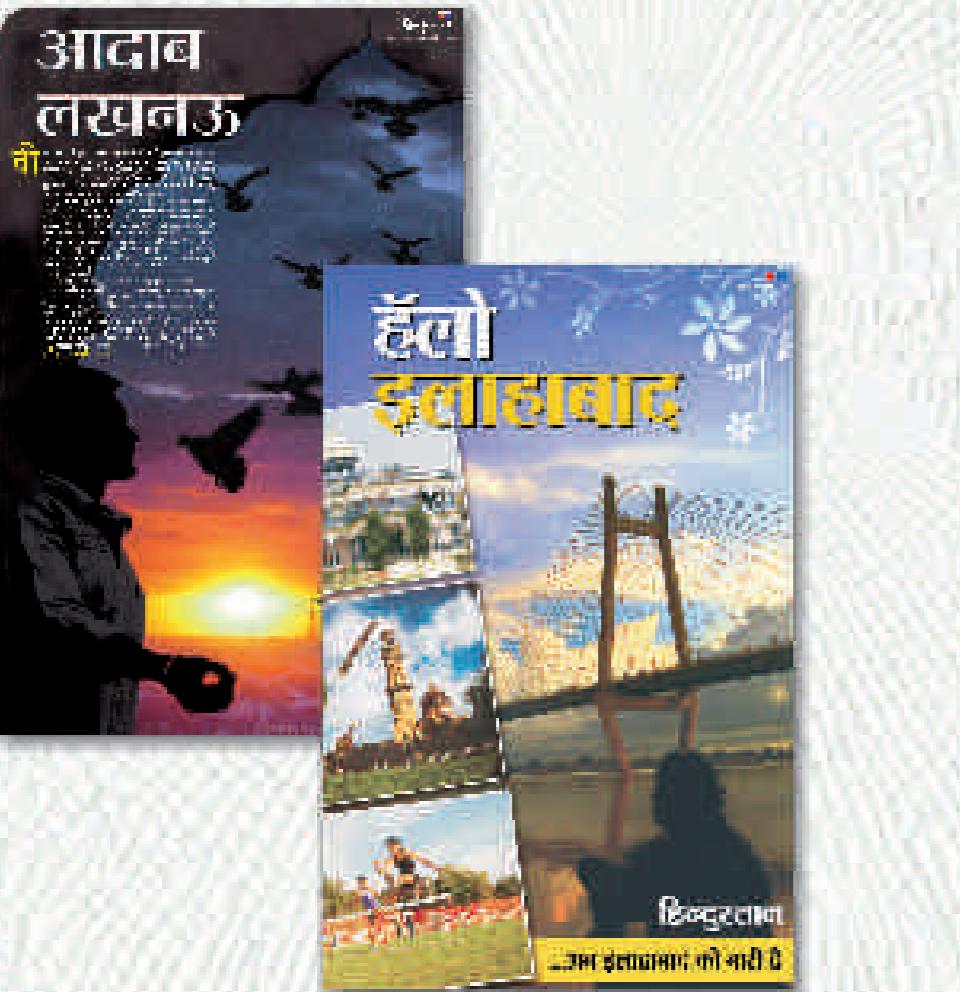
**Fastest growing** daily in Uttar Pradesh/ Uttarakhand

**Reaches states that contribute 21% of the nation's GDP**

# हिन्दुस्तान

Fastest growing daily in UP with a **growth rate of 7.4%\***

Rapid Expansion in Uttar Pradesh/Uttarakhand



9 Print Locations  
spanning the state of Uttar Pradesh

77 out of 80 Districts  
in Uttar Pradesh Covered

61 Editions in Uttar Pradesh+Uttarakhand

\*Data Source: IRS 2009 R2 growth vs IRS 2009 R1 growth

## Hindustan Edition wise rates in Uttar Pradesh/Uttarakhand

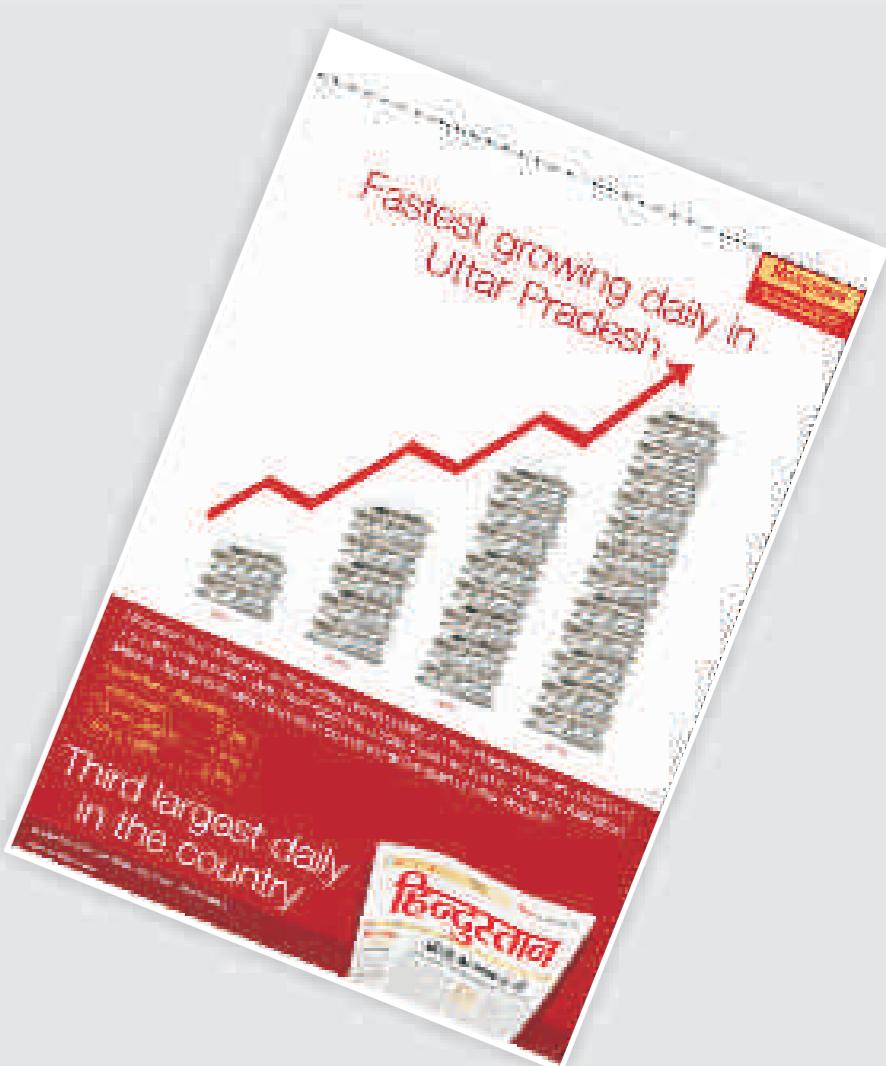
### MAIN RATES - DISPLAY / AUCTIONS

Edition	B/W	Color
HH Lucknow	450	600
HH Kanpur	300	400
HH Varanasi	300	400
HH Allahabad	150	200
HH Dehradun	300	400
HH Agra	225	300
HH Bareilly	225	300
HH Meerut	225	300

HH Remix & Nayee Dishayen Rates: 50% of each edition rate  
These rates are valid only in combination with any other stand alone edition, state package or national package



Growth in Circulation by **4Lakh copies**  
**6 New Print Locations Added\***



All rates in Rs. per Sq. Cm.

\*Over the last Three Years



**Exclusive access to the top-end readers in the business newspaper category**

### Readership - Delhi, Mumbai, Bangalore

Pub.	Del + UA	MUM + UA	B'lore + UA	Del, Mum B'lore + UAs	Readership Share
ET	207	167	5	379	60 %
Mint	123	13	21	157	25 %
BS	21	17	3	41	6 %
HBL	20	1	12	33	5 %
FE	14	11	*	26	4 %

Fig in '000

### Reader Profile

Publication	%-age of readers in SEC A1
Mint	41%
ET	38%
BS	34%
Others	31%

**1.9 Lakh readers**

**No.2 player nationally**

**High profile readership**

**78% Unduplicated reach**

**25% Readership share in Delhi, Mumbai & Bangalore**

Data Source: IRS 2009 R2

### Mint Advertisement Rates

#### MAIN RATES MINT / LOUNGE : DISPLAY / AUCTIONS

Edition	B/W / Color
MINT - Delhi + Chandigarh	800
MINT - Mumbai + Pune	650
MINT - Bangalore	350
MINT - Chennai	300
MINT - Kolkata	300
MINT- South (Bangalore+Chennai)	450

Note : Lounge published on Saturdays with Mint | 30% premium applicable for political ads

#### MAIN RATES - TENDERS/CONTRACTS/PUBLIC NOTICES

Edition	B/W
Mint Delhi + Chandigarh	425
Mint Mumbai + Pune	375
Mint Bangalore	230
Mint Chennai	230
Mint Kolkata	230
Mint South (Bangalore+Chennai)	315

Note : Color rates at 10% premium

**India's 2nd most read business daily within 3 years of launch**



hindustantimes

हिन्दूस्तान

mint

HT Media offers close to 1.25 Crore readers

### Presence of HTM in Key Markets



### ALL INDIA READERSHIP

	Hindustan Times	Hindustan	Mint
Delhi NCR	2,136	1,302	123
Bihar	64	4,331	-
UP/Uttarakhand	275	2,494	-
Jharkhand	53	1,196	-
Mumbai	503	-	13
Kolkata	43	4	20*
Bangalore	-	-	21
Chennai	-	-	20*
Pun/Har/Chd	356	92	2
Across India	3,347	9,336	199

### SEC-WISE READERSHIP IN INDO-GANGETIC PLAINS

	HT+HH	TOI+NBT	DJ	AU	DB
Overall Readership	11491	4312	15361	7833	2495
SEC A	2748	2290	2142	1146	419
SEC B	1897	1165	2562	1374	543

Has the highest reach among SEC A

More than 46 Lakh readers in SEC A & B

Data Source : IRS 2009 R2  
Fig in '000

\*Approx. readership basis circulation

### Package Rates

#### National Packages

##### MAIN RATES - DISPLAY / AUCTIONS

Publication	Edition	Color	
		1-3 Ins or upto 1200 sq.cm	4+Ins* or more than 1200 sq.cm
HT	All Edition	4000	3600

\*Applicable only if at least 4 insertions are consumed within a period of 45 days

\*All frequency based incentive slabs shall be applicable only when all advertisements are of equal size (incl. Dealer panel if any), released in a single RO for the same client/product/service by the client/agency

\*Advertiser shall pre specify all the release dates in the RO, and all commitment shall be consumed within a specified time period. The applicable higher slab rate shall apply if the volume or series commitment has not been met within the specified time period

Advertisers can avail of B/W option at 10% discount on specified Base Rates. (Applicable only if all releases in packages are in B/W.)

#### State Packages

##### BASE RATES - DISPLAY / AUCTIONS

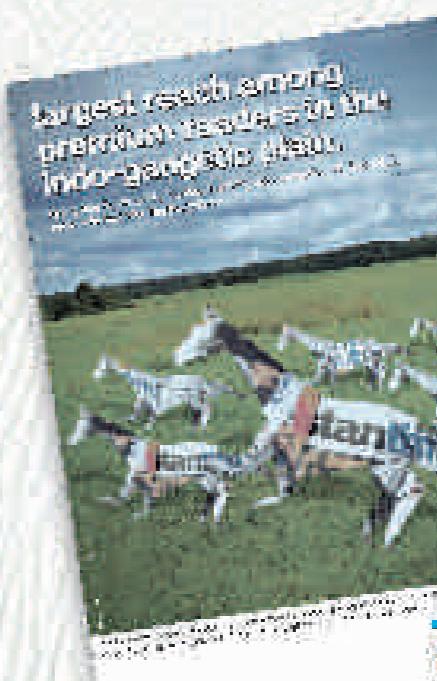
State	Edition/ & Markets	Color
Delhi + Chandigarh, Punjab, Haryana*	HT: Delhi (Metro + Upcountry), Chandigarh, Punjab, Haryana **; HH: Delhi + Chandigarh; Mint: Delhi + Chandigarh	300
Delhi*	HT: Delhi (Metro + Upcountry); HH: Delhi ; Mint: Delhi	300
Bihar+Jharkhand	HT+HH: Bihar, Jharkhand	2400
UP/Uttarakhand	HT: UP; HH: UP/Uttarakhand	1950
Chandigarh, Punjab, Haryana	HT: Chandigarh, Punjab, Haryana **; HH: Chandigarh	650

Note:

Front page pointers are available at 2.5 times the applicable per sq.cm. Base rates

Front page pointer available size: 4 cm (W) x 3 cm (H)

30% premium applicable for political ads



HT+HH reaches close to 1.15 Crore individuals across the Indo-Gangetic Plains

Indo-Gangetic plains : Del NCR, UP/UT, Bihar, Jharkhand, Haryana, Punjab

All rates in Rs. per Sq.Cm.

### TENDER/PUBLIC NOTICE/CONTRACTS PACKAGES

Package	B/W
HT+HH+MINT All	5175
HT All	2875
HH All	2530
HTD+HHD	2300
HTD+HTM	2275
HTD+HHD+MINTD	2250
MINT All	1000

Color rates at 10% premium

# Supplements

Catering to specific needs across age groups



## Supplement Rates

### City, Cafe, Remix

HT City, HH Café, HH Remix*		Validity 30 days	Validity 60 days	Validity 90 days
City / State	Edition / Markets	1/2 insertions or upto 1200 sq cms	3/6 insertions or bet 1201-3000 sq cms	7+ insertions or >= 3100 sq cms
Delhi NCR (HT+HH)	HT City+ HH Remix: Delhi, NCR	1550	1450	1350
Delhi NCR (HT)	HT City: Delhi, NCR	1400	1300	1200
Mumbai	HT Café: Mumbai	500	475	450
Delhi NCR (HH)	HH Remix: Del NCR	400	350	325

### Estates

Estate*		Validity 4 weeks	Validity 10 weeks	Validity 15 weeks
City / State	Edition / Markets	1/2 insertions or upto 1200 sq cms	3/6 insertions or bet 1201-3000 sq cms	7+ insertions or >= 3100 sq cms
Delhi NCR + Chd** (HT+HH)	HT Estates: Del NCR, Chd; HH Estates: Del NCR; HH Main Chd	1650	1525	1400
Delhi NCR** (HT+HH)	HT Estates: Del NCR; HH Estates: Del NCR	1625	1500	1375
Delhi NCR (HH)	HH Estates: Del NCR	425	375	350
Mumbai	HT Estates: Mumbai	425	375	350
Chandigarh	HT Estates: Chd; HH Main: Chd	220	200	180

### Horizons, Nai Dishayen

Nai Dishayen + Horizons*		Validity 4 weeks	Validity 10 weeks	Validity 15 weeks
National package	Edition / & Markets	1/2 insertions or upto 1200 sq cms	3/6 insertions or bet 1201-3000 sq cms	7+ insertions or >= 3100 sq cms
HT Horizons	All Editions	1500	1450	1350
HH Nai Dishayen	All Editions	1400	1325	1265
Nai Dishayen + Horizons*		Validity 4 weeks	Validity 10 weeks	Validity 15 weeks
City / State	Edition / Markets	1/2 insertions or upto 1200 sq cms	3/6 insertions or bet 1201-3000 sq cms	7+ insertions or >= 3100 sq cms
Delhi NCR (HT+HH)	HT Horz: Del NCR; HH ND:Del NCR	1100	1050	950
Bihar + Jharkhand +UP/ Uttarakhand	HT Horz: Bihar, Jharkhand, UP; HH ND:Bihar, Jharkhand, UP/Uttarakhand	1000	950	900
Mumbai	HT Horz:Mumbai	425	375	350
Delhi NCR (HH)	HH ND: Del NCR	400	350	325
Chandigarh	HT Horz: Chd; HH ND:Chd	325	300	275

Note:  
 Weekend Premium (F - Su): 10%  
 Retail Advertiser Incentive: 10%  
 HH Remix for other editions is available at 50% of the specified individual display rates of HH main.  
 There are no separate B/W rates available.

Note:  
 HT Estates published on Sundays  
 HH Estates published on Sundays  
 \* Options to include H Main, Agra, Meerut and Dehradoon for free.  
 There are no separate B/W rates available.  
 Corresponding Supplements are also available for other markets such as Bihar, Jharkhand, etc. Please contact your local media marketing representative to know more options.

Note:  
 ND published on Wednesdays  
 Horizons published on Wednesdays  
 There are no separate B/W rates available.

\* City edition only unless mentioned otherwise  
 All rates in Rs. per Sq. Cm.

# Supplements



## Supplement Rates

### Shine

Editions	B/W	Colour
All Editions: HT Shine All Editions <sup>1</sup> + HH All Editions <sup>2</sup> + Mint All <sup>3</sup>	2600	2800
HT Shine All Editions + HH All Editions	2000	2200
HT Shine All Editions	1300	1400
HT Shine Patna, Ranchi & Kolkata + HH Bihar & Jharkhand <sup>4</sup>	1000	1100
HT Shine (Delhi NCR + Chd) <sup>5</sup>	750	850
HT Shine UP + HH UP All <sup>6</sup>	700	800
Mint All	700	800
HT Shine Mumbai	325	350

<sup>1</sup>HT Shine All Editions = Delhi NCR + Late City Edition, Chandigarh (covers major towns of Punjab), Lucknow, Patna, Ranchi, Bhopal, Kolkata & Mumbai

<sup>2</sup>HH All Editions = Main Editions of HH Bihar, Jharkhand, UP, Uttarakhand, Delhi & Chandigarh

<sup>3</sup>Mint All = Mint Editions of Delhi, Chandigarh, Mumbai, Pune, Bangalore, Kolkata & Chennai

<sup>4</sup>HT Shine (Patna, Ranchi & Kolkata) + HH Bihar & Jharkhand= HT Editions of Patna, Ranchi & Kolkata + HH (Bihar+late city editions & Jharkhand+late city editions)

<sup>5</sup>HT Shine (Delhi NCR + Chd) = Delhi NCR + Late City Edition & Chd (covers all major towns of Punjab)

<sup>6</sup>HT Shine UP + HH UP All = HT UP Edition + HH UP All (Lucknow+late city editions, Kanpur+late city editions, Varanasi+late city editions, Agra+late city editions, Meerut, Dehradun+late city editions)

Shine.com : Published on Tuesdays - Broadsheet Format & Appointment Section in Main Book of HH Editions of Bihar, Jharkhand, UP, Uttarakhand, Delhi & Chandigarh

### HT + HH Careers Guide (Chandigarh)

B&W	Colour	3rd Page	Back Page	Front Page
160	180	190	200	240

HT & HH Careers Guide : Published on Wednesday - Tabloid Format

All rates in Rs. per Sq. Cm.



# Weekend Read

Relaxed reader. Undivided attention. Ideal setting.



## Magazine Rates

HT Brunch	Back Cover	Inside Front Cover	Inside Back Cover	Any Full Page
Brunch All	1,150,000	1,000,000	9,50,000	9,00,000
Brunch Delhi	7,00,000	6,50,000	6,25,000	6,00,000
Brunch Mumbai	3,25,000	2,50,000	2,25,000	2,20,000
Brunch Chandigarh	90,000	75,000	62,500	55,00
Brunch Kolkata	50,000	37,500	35,500	30,00

Nandan / Kadambini	Colour
Double spread	260,000
Back cover	170,000
Inside cover	155,000
Full page	135,000
Half page	85,000
Strip	65,000
Island	45,000

Note:

\* Brunch: Published on Sundays

The rates for Brunch & Nandan / Kadambini are absolute amounts and not per sq cm

Add on for HT Sunday Magazine (broadsheet) distributed all India with HT except in areas of Brunch distribution: Rs 300 per sq.cm

for blockbuster weekends.

**NOW SHOWING**

it is time.

Hindustan Times on weekends offers you so much more. With special features like Do!, Think!, Rush!, HT City Listings and more, the Sunday Brunch magazine is the perfect companion for the whole week. **Sunday feature Do!**: A section on how you can pack your Sunday with excitement. From trips to the hills to the best local food & more. **Sunday feature Think!**: A unique reader test that lets you contemplate on things more profound. From briefings to life to appreciation. **Sunday Brunch**: A 32-page weekly on life and leisure in general. From the fashion trends to gastronomical delights of life. Or the best of ToL. **Rush!**: A weekend feature on sports for a little 'bolder you'. From running to golf.

Intelligence will get the best edge

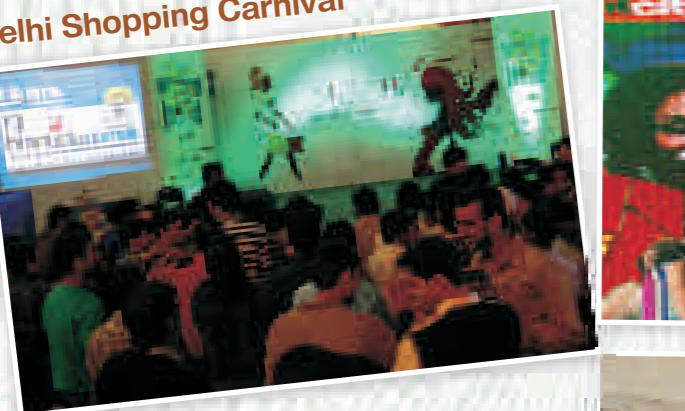
All rates in Rs. per Sq. Cm.

# Reader Engagement Platforms

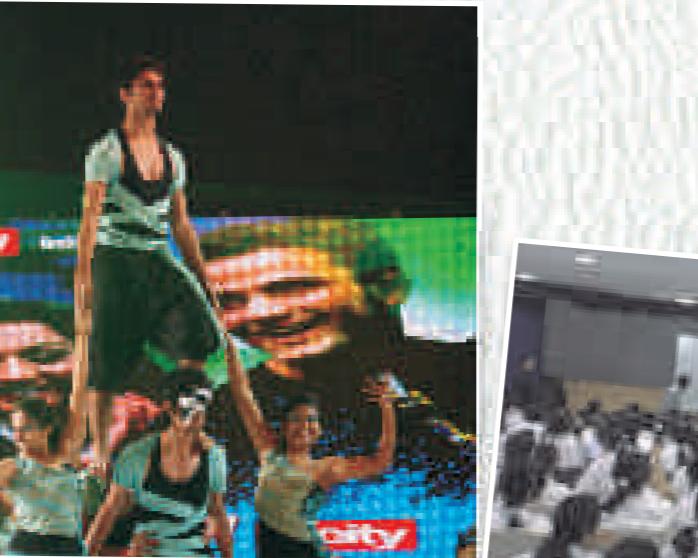
Interactive platforms to reach out to young & affluent consumers

Hindustan Times

Delhi Shopping Carnival



Youth Nexus



Travel Fair

Career Quotient



Hindustan

Personal Finance Fair



Shopping Festival



Kissan Mela



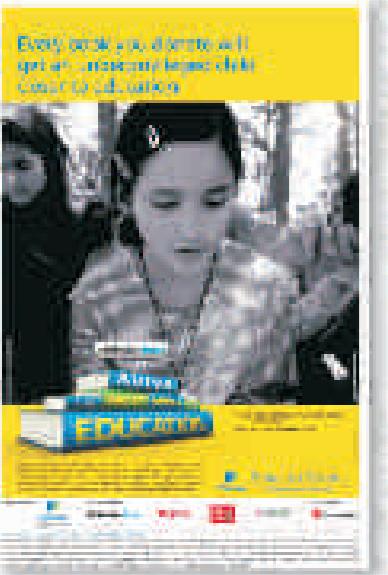
Education Fair

# Brand Solutions

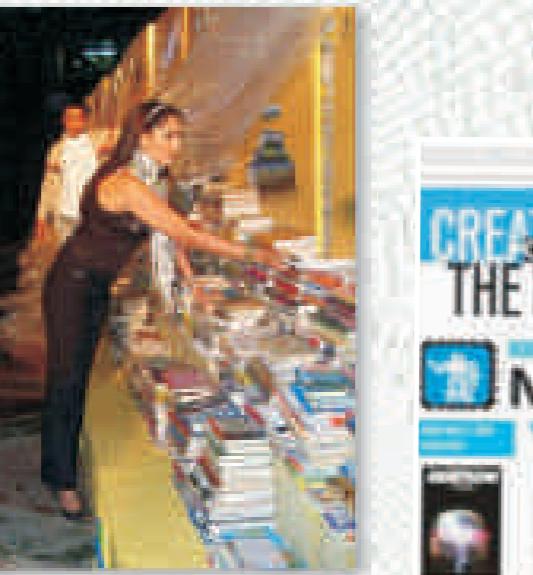
Working with brand teams to develop customized solutions across media

## Aviva - Book Wall

### Advertisement

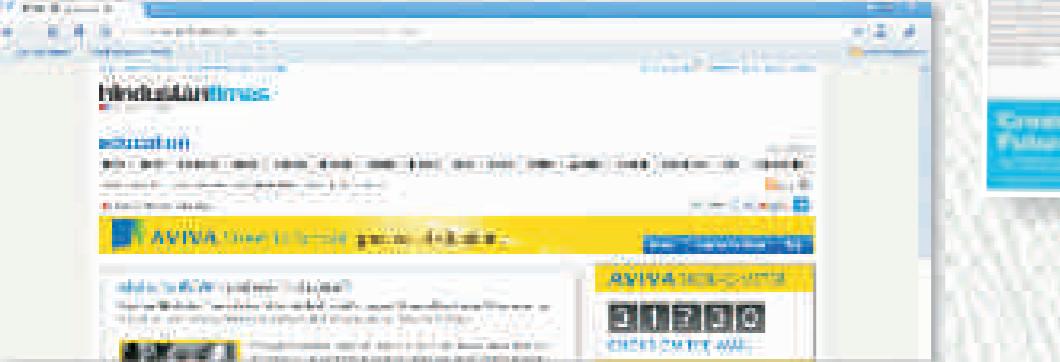


### On-ground Event



## Intel - Creators of the Future

### Digital Presence



# Innovation Options



### HT IPL Innovation is world's first

In the run-up to the third season of the League, Hindustan Times and media agency Maxus jointly pulled off a print media innovation that gave fans a full page ad of the IPL team they chose to support.

The choice of the IPL team was made in a response to a text message, sent out the previous day by Hindustan Times, asking readers to vote for their favorite IPL team. Hundreds of readers responded and each of them was delivered a copy of HT on the day of IPL inauguration with their chosen team in the ad on the front page.

# MULTIMEDIA REACH

Print	Radio	Events	Digital
<b>Hindustan Times</b> <ul style="list-style-type: none"> <li>• Delhi</li> <li>• Mumbai</li> <li>• Chandigarh</li> <li>• Bhopal</li> <li>• Lucknow</li> <li>• Patna</li> <li>• Ranchi</li> <li>• Kolkata</li> </ul>	<b>Hindustan</b> <ul style="list-style-type: none"> <li>• Delhi</li> <li>• UP</li> <li>• Bihar</li> <li>• Jharkhand</li> <li>• Uttarakhand</li> <li>• Chandigarh</li> </ul>	<b>Fever 104</b> <ul style="list-style-type: none"> <li>• Delhi</li> <li>• Mumbai</li> <li>• Bangalore</li> <li>• Kolkata</li> </ul>	<b>Events &amp; Solutions</b> <ul style="list-style-type: none"> <li>• Leadership Summit</li> <li>• Luxury Conference</li> <li>• Youth Nexus</li> <li>• Miss India Worldwide</li> <li>• I Love Delhi</li> <li>• Delhi Shopping Carnival</li> </ul>
<b>Mint</b> <ul style="list-style-type: none"> <li>• Delhi</li> <li>• Mumbai</li> <li>• Bangalore</li> <li>• Chennai</li> <li>• Kolkata</li> <li>• Pune</li> <li>• Chandigarh</li> </ul>			<b>Internet &amp; Mobile</b> <ul style="list-style-type: none"> <li>• <a href="http://HindustanTimes.com">HindustanTimes.com</a></li> <li>• <a href="http://LiveHindustan.com">LiveHindustan.com</a></li> <li>• <a href="http://LiveMint.com">LiveMint.com</a></li> <li>• <a href="http://Shine.com">Shine.com</a></li> <li>• <a href="http://Desimartini.com">Desimartini.com</a></li> <li>• <b>HT Mobile</b></li> </ul>

330 lakh\* readers  
across print  
publications of HT,  
HH, Mint

105 lakh  
listeners of  
Fever 104

75 lakh users across  
[hindustantimes.com](http://hindustantimes.com),  
[livemint.com](http://livemint.com),  
[livehindustan.com](http://livehindustan.com), [shine.com](http://shine.com),  
[desimartini.com](http://desimartini.com)

\*Total readership

## Premium & Loading

Premium Loading (HT,HH, MINT)	Front page	Back page	Page 3	Page 5/7	Other page Premium /Position
Main Editions	100%	50%	25%	20%	10%
Supplements	75%	50%	25%	20%	10%

- c. All volume based incentive slabs shall be applicable only when all advertisements are released in a single RO for the same client/product/service by the client/agency
- d. Advertiser shall pre specify all the release dates in the RO, and all commitments shall be consumed within a specified time period. The applicable higher slab rate shall apply if the volume of series commitment has not been met within the specified time period

### Incentives applicability

- a. Whenever two or more incentives are applicable, only one of the incentives can be availed.
- b. The following special category incentives will be applicable in the Main Papers of all our editions of HT and Hindustan. Advertisements promoting National/Social Awareness, Family Planning products, Books & Periodicals, Missing persons: 25% discount on Display rate ads up to size 240 sq. cm. (Placement on specified pages only). Sick Unit registered with BIRFS/C: 25% discount on Display rate. The applicability of these discounts for any particular advertisement - creative will be tested only with, and has to be pre-approved by, the publisher.

## General Note

1. For all HT Stand Alone (except: Delhi and Mum) and State packages (except: those including Delhi) advertisers can avail of B/W option at 10% discount on specified Base Rates. (Applicable only if all releases in packages are in B/W.)
2. Discounts for B/W advertisements shall however not apply for Pg: 1, 3 and Back page for all State and National packages. Advertisers can however have the option to release B/W advertisements for these pages on specified base rates + applicable premium loading.
3. The package rates shall apply only in case of advertisements of equal size (except in Mint where sizes could be different) for the same product/service released by a single agency/client in the same release order. Ad sizes in Mint shall be approximately of the same proportion or lower as compared to advertisements in HT/HH (i.e. a half page in HT/HH corresponds to a half page in Mint and so on). For advertisements of unequal volumes in publications/editions the release for the package shall be costed at the applicable base rate + premium loading, if any, multiplied by the maximum volume consumed in any single publication/edition.
4. Advertisements either in main editions or their respective supplements may get excluded from the print runs of the respective HT/HH Next/student or youth editions wherever such editions are being made available.
5. All rates are in Rupees per Sq. Cms, unless mentioned otherwise.
6. Political ads shall be accepted only against advance payment.
7. All Publications booked within a State or National package shall be consumed within 10 days of the appearance of the first advertisement in any publication within the package unless specified differently.
8. No cancellations of publication(s)/edition(s) shall be allowed within the packages.
9. Validity period for slab rates of HT/Supplements starts from the appearance of the first advertisement in any of the publication(s)/edition(s).
10. Advertisers can avail Rs. 200 off on Base Rates for state packages if Mint is not included, e.g. For Delhi state package the new Base Rate applicable without Mint would be Rs. 3300 per sq. cm and so on.
11. \*Advertisements appearing in Mint are subject to approvals. Min. size should be 100 sqcm.
12. Any other combination of editions except those mentioned in the packages (State/National) shall be charged basis summation of standalone rates of these editions.

### Newspapers

HT/HH/Mint (Main issue/Supplements) - Front page/Back page

\* 25% penalty to be charged if there is a cancellation/postponement less than 72 hours from issuance.

## Rules and Regulations

1. All advertisements must be in accordance with our code of standards, state laws, and the rules as stipulated in the code of the Indian Newspaper Society.
2. Advertisements are accepted in good faith, but we cannot be held responsible for their authenticity, errors, omission, and delays in publication, forwarding replies and shrinkage in production etc.
3. The placing of an order by an advertising agency constitutes a warranty by the agency to the management that the agency has secured necessary authority and permission in respect of the use in the advertisement of advertisements of pictorial representation and/or statement of/or, purporting to be of living/dead person(s) and all references to words attributed applicable, referable or relating to living/dead persons.
4. The advertising agency releasing an advertisement on behalf of its client shall be deemed to have undertaken to keep the management indemnified in respect of costs, damage or other charges incurred by the management as a result of any legal action or threatened legal action arising from and in relation to publication of any advertisement published in accordance with the release order and copy instructions supplied by the agency.
5. We reserve the right to omit, suspend, change the position or the scheduled date of publication of any advertisement received for insertions. Every effort, however, shall be made to publish the advertisement on the desired date of publication, but management shall have the right to postpone or postpone the publication of the advertisement.
6. The advertisement released by advertising agencies on behalf of their clients would be chargeable at the same rates as applicable to advertiser if the advertisements are released directly by them and as specified/defined in the Tariff Card from time to time.
7. Fraction of a centimeter in excess of the scheduled size shall be charged as full centimeter if the advertisement exceeds the scheduled size. If the material supplied is shorter than the scheduled size, the advertisement will be charged for the size scheduled and not for the actual space occupied or consumed by the advertisement on the basis of the short size allotted and supplied.

## Terms and Condition

Flexibility of advertiser's option between series based vs. volume based incentive slabs

- a. The advertiser has the option to pre-select incentive slabs either based on the number of insertions in the series route, or based on overall advertisement volume consumption per release order(RO). The route chosen by the advertiser must be pre specified at the time of booking and cannot be interchanged later
- b. All frequency based incentive slabs shall be applicable only when all advertisements are of equal size (incl. Dealer panel if any), released in a single RO for the same client/product/service by the client/agency

8. Every advertisement material should bear a distinct Key No. and this Key No. should be given on the Release Order. When adaptations of the advertisement are produced with variations in size, illustration, headline, or copy matter etc. a different Key No. should be given to such adaptations. Revised material should also be produced with a new Key No.

9. Standing or running instructions are not accepted and instructions must be clear and specific, quoting reference of previous Release Order and scheduled dates of insertions in respect of which the instructions are given. The instructions should be given afresh with every subsequent Release Order scheduling the advertisement(s).

10. All Release Orders must be accompanied with advertisement material before the deadline as specified under Material Specifications in this rate card. If in exceptional situations a confirmation is required, on the basis of a letter or RO without accompanying material, agency/client will have to boldly inscribe the legend "RATE CATEGORY AS DETERMINED BY YOU IS ACCEPTABLE" on both letter and the RO.

11. No deduction is allowed from bills raised against publication of advertisement(s) on account of any defective insertions. Claims in these respects, if admitted, will be met by publishing a corrigendum/free insertion or the like depending upon the merits of the claim vis-a-vis the error in publishing the advertisement(s) or other material. Claims for refund or for compensation, if admitted shall be restricted to the charges for advertisement received by the management.

12. Any condition contrary to those stated in our rate card will not hold good.

13. Rates will apply corresponding to those valid on the insertion date, irrespective of the date of booking.

14. In the case of any material published previously with some correction, addition, alteration or deletion, necessary instructions about these should be given in the Release Order whenever the insertion is scheduled subsequently. It is not enough to merely mention the repeat date.

15. Materials will be retained at our end for a period of one month from the date of publication. Advertisers wanting to recall their materials should do so within 30 days. HT Media Ltd. will not be responsible for that material(s) thereafter.

16. Certified voucher cutting of advertisements will be provided on request latest up to 1 month of the date of publication.

17. We reserve the right to revise rates and terms without issuing any prior notice.

18. Complaints on advertisements regarding reproduction etc. must be brought to our notice within a week of publication of the advertisement, otherwise they may not be entertained.

19. Overseas recruitment agent to disclose their recruitment license number in the material.

20. Proof of FIR lodged to be provided for missing Person advertisements, affidavits attested by a magistrate shall be provided for change of name advertisements. All advertisements relating to the Passports Act. 1967 shall be as per the draft provided in the act itself.

21. The publisher reserves the right to accept or reject any part or entire advertisement for any publication/edition/product at its sole discretion, without assigning any reason what so ever.

22. The placing of an order for the insertion of an advertisement shall amount to acceptance of the conditions laid down herein. Any condition stipulated by an agency or specified in its Release Order form or elsewhere shall not be binding on the management.

23. Any claim/dispute or differences arising out of or in relation to the release of advertisements, terms of advertisement etc. or pertaining to the Rules and Regulations specified herein concerning HT Media Ltd. shall be subject to the exclusive jurisdiction of the courts in Delhi and none other.

24. The rates mentioned for various publications/special packages/alliance combinations are the prevalent applicable advertisement rates. These rates are subject to change without prior notice.

25. Any advertisement that is more than 48 cm in height and more than 24 cm in width will be considered a full-page advertisement for the purpose of calculating the applicable rate.

26. Advertisements in HH/HT of width > 29 cms. shall be charged @ 33.2 cms and height > 49 cms shall be charged @ 52 cms. Advertisements in Mint of width > 23.6 cms. shall be charged @ 28.5 cms and height > 40 cms shall be charged @ 44 cms.

27. Each and every term and condition mentioned herein forming the 'Rules and Regulations' shall be automatically applicable and shall govern the terms and conditions for every advertisement carried out in the Hindustan Times and ignorance of these terms and conditions shall be no defense and can not be a ground for non-applicability of these Rules and Regulations.

28. Advertisement material submitted for publications shall be given by the duly authorized person only and shall not be violative of any law for time being in force, any third party rights including intellectual property rights. Advertiser shall indemnify HT Media Ltd. and its directors, officers etc. against any claim of whatsoever nature arising out of or in connection with breach of this clause.

29. In case where payment is made by cheque and cheque is dishonored, the advertiser shall make the payment within 2 days by way of Demand Draft/Bankers Cheques with additional charges of Rs. 1,000/- HT Media shall be free to take appropriate legal actions, as it may deems fit for recovery of legal debts at the cost and consequences of the advertiser.

30. These conditions are cumulative on any specific agreement that may be set forth between our Media Marketing Department and Advertisers.

31. Release orders received at incorrect rates will be complied with at the applicable tariff in force.

32. Irrespective of the rates mentioned in the R/O, the rate applicable to the category of ad released would be charged and payable.

33. Reservations which are not confirmed prior to the booking deadline will stand cancelled.

34. Justified and accepted complaints entitle advertisers to a maximum refund of the insertion cost.

35. We reserve the right to cancel advertising at any time upon default in payment.

36. Proofs received along with digital material in CD/other form are only for reference and not for matching reproduction. Proofs received on SNP only be used for matching with reproduction. In case where proof is not on SNP, the reproduction responsibility will rest with the advertiser.

37. Advance bookings for Front page position advertisements and all reserved ads are required to be reconfirmed by the agency at least four days prior to the deadline of the publication. Failure to do so authorizes us to cancel the booking.

38. In the event of any national state or local levies being imposed on printing materials such taxes will be payable by the advertiser.

#### Ready Reckoner

1. Series-based incentive slabs will be applicable ONLY ON minimum published advertisement volumes:

City, Remix, Café, Lives	(i) Under 3 - 6 insertions slab : 375 sq cm in all (ii) Under 7+ insertions slab : 650 sq cm in all
Estates	(i) Under 3 - 6 insertions slab : 500 sq. cm. all (ii) Under 7+ insertions slab : 1000 sq. cm. in all
Horizons, ND	(i) Under 3-6 insertions slab : 180 sq. cm. in all (ii) Under 7+ insertions slab : 400 sq. cm. in all

Shine HT "Minimum acceptable height 4 cm., or in multiples of 1 cm thereafter. Minimum acceptable width 8 cm., or in multiples of 8 cm. Thereafter subject to maximum of 33.2 cms. Acceptable dimensions for HT Careers Guide Chandigarh: Height: 4 cm. up to 32 cms, Width: 7.7 cm/15.9/24 cms."

2. 'Retail Advertiser' rates will be charged from the following profiles of advertisers:

- Any single Advertiser-Outlet whose products/services are retailed only within city limits of the publication / edition printed.
- Sale ads of manufacturing/marketing organizations whose product/service brands are otherwise retailed through their own exclusive branded outlets-chain.
- Restaurants, F&B outlets of hotels, local club, within city limits of the publication / edition printed.
- Auto dealers/Financiers for a single dealer/DSA.
- Entertainment or cultural ground-events only within city limits of the publication / edition printed.
- Local travel agents.

#### Front Page Size

HT/HH	Mint
12.2 (W) X 20 (H)	14 (W) X 17 (H)
OR 12.2 (W) X 25(H)	OR 23.6 (W) X 9 (H)
OR 16.4 (W) X 25 (H)	

#### Contact us

##### NORTHERN ZONE

DELHI : H.T. Media Ltd., H.T. House, 18-20, K.G. Marg, New Delhi-110001.  
Tel: 66561234, 66561633. Fax : 66561451

GURGAON : 7th Floor, Park Centra Building Sector-30, Gurgaon-122001.  
Tel: 3955000 Fax: 3954872

ALLAHABAD : 25/51, M.G. Marg, Civil Lines. Tel: 2561241, 2561244

AMBALA CANTT : 5546/10, Nicholson Road.. Tel:2644303-305. Fax 2644305

AMRITSAR : Sco-29, 1st Floor, Kaushalaya Tower, Distt. Shoping Center, B-block, Ranjit Avenue Tel: 5058891

BAREILLY: Plot No. 411, 412, 413, 424, 425, Mathurapur, Rampur Road. Tel : 2561731. Fax : 2561568

BHOPAL : R-22, Zone-I, Maharana Pratap Nagar, Bhopal - 462011  
Tel:4223111/4023700. Fax : 2765316

CHANDIGARH : SCO 6, 2nd Floor, Sector-17E. Tel: 5065321, 5001144  
Fax : 5001144

DEHRADUN : 70/4 A, Rajpur Road, Tel. 2743274,2743275, Telefax: 2744343

GORAKHPUR : 25, Hariom Nagar, Adj. To DM House, Tamkohi Maidan.. Tel: 233984, 2343984

INDORE : 2, Press Complex, AB Road. Tel. 0731-4238900. Fax: 4068140

JALANDHAR : Sco 43, 1st Floor, Ashok Complex, Near Puda office, Ladohali Road, Jalandhar City Tel: 5050574, 5049222

JAMMU : 12 AB Gandhi Nagar. Tel: 2439216, 2459969, 2459947 Fax: 2459947

JAIPUR : B-17(12) Shiv Cicle, Shiv Marg, Bani Park. Tel: 2207402-6  
Fax: 2207410

KANPUR : 84/93 Arwanganj GT Road. Tel: 2381342, 2381582

LUCKNOW : Pocket-2, Near Pickup Building, Vibhuti Khand, Gomtinagar Tel.: 2306201/02/03/04/05/06, Fax: 2306220

LUDHIANA : B XIX 217, 2nd Floor, Prashv Towers, Rani Jhansi Road, Opp. Khalsa College for women. Tel: 2405750, 5017896

MEERUT : 2nd Floor, Shriram Plaza, Opp. SBI Reginal Office, Garh Road. Tel: 2602956. Fax: 2603952

AGRA : 1st Floor, Little Wings Building, 5-6, Raghunath Nagar, M.G.Road, Tel : 2526990-994

MOHALI : C-164-165, Industrial Area, Focal Point, Phase VIII, SAS Nagar Tel: 5050600. Fax: 5050606

PATIALA : SCF 4-5, First Floor, Rajbaba Road, Above Thapar Travel, Near Gurudwara Dukhniwaran Sahib. Tel: 2300694-96

RAIPUR : 27-28, 2nd Floor, Millenium Plaza, Behind Indian Coffee House, G.E. Road. Tel: 2533166/4257300. Fax: 2533166

SHIMLA : Cabin No. 203-205, P.C. Chambers, Near Jodha Niwas, Shimla-1. Tel : 2651130 Fax : 2651131

VARANASI : Kaligarh House, C-27/210-C, Jagatganj, Opp. To Main Gate of Sampurnand Sanskrit University. Tel: 2208974-78. Fax: 2208974

##### EASTERN ZONE

BHAGALPUR : Lower Nathnagar Road, Parbatti. Tel: 2405921-28  
Fax: 2405930

BHUBANESWAR : 1st Floor, Chandan, 32-E/Ashok Nagar, Pin-751009  
Tel: 2532823, Telefax: 2532813

DHANBAD : MADA Building, Luby Circular Road, Dhanbad - 826001  
Tel : 2221136, 2221133

GUWAHATI : 5A Dihang Arcade 5th Floor A.B.C. G.S. Road, Guwahati - 781006. Tel : 2467695

JAMSHEDPUR : 82, Tank Road, Sakchi, Jamsheedpur - 831001  
Tel : 2422361, 2424075

KOLKATA : 50, Chowringhee Road, 7th Floor. Tel: 22827315/7316/7411/. Fax: 22827314

MUZAFFARPUR : NH 28, Sadatpur. Tel: 2235242-43-44. Fax: 2235238

PATNA : Searchlight Building, Budh Marg. Tel: 2223434, 2222538, 2223413, 2223314. Fax: 2226120, 2227093

RANCHI : 7, Kokar Industrial Area, Ranchi - 834001. Tel: 2544315, 2544304

##### WESTERN ZONE

AHMEDABAD : 403, "Aakansha", Opp. Vadilal House, Nr. Navrangpura Railway Crossing, Navrangpura. Tel: 26560037/49. Fax: 26560037

BARODA : 215, Center Point, R. C. Dutt Road, Alkapuri Telefax: 2353517

GOA : Advani Business Centre, Neelkamal Arcade, Office No. 9, Dr. Atmaram Borkar Road, Panaji Goa. 403001 Tel/Fax : 6650109

MUMBAI : 2nd Floor, Mahalaxmi Engineering Estate, Lady Jamshedji Cross Lane No.1, Mahim (West). Tel: 43519500 Fax : 43519665

NAGPUR : Regus Business Centre Landmark, 5th Floor, Wardha Road, Ramdas Peth, Nagpur - 440012. Tel: 9822225259

NASIK : 846, Murlidhar Lane, Kapad Bazar, Nasik - 422001. Tel : 9822250408

PUNE : 103, Kumar Vastu, Range Hills Road, Bhonsle Nagar, Pune - 411020. Tel : 30269560 Fax : 30269561

##### SOUTHERN ZONE

BANGALORE : 309, 3rd Floor, Brigade Gardens, Church Street. Tel/Fax: 25592996/25591993/25591994/25592950

CHENNAI : 4th Floor, 4A, Continental Plaza, 705, Anna Salai. Tel: 28297601, 28297602, 28297603. Fax: 28297605

HYDERABAD : 510, Diamond Block, Lumbini Rockdale, Somajiguda. Tel/Fax: 23376670, 23376673

KOCHI : G-289, Panampally Avenue, Panampally Nagar. Tel: 2319520

hindustantimes

