

WELCOME TO A NEW BEGINNING



Jagran

**Many rays.
One rising sun.**

Print | Out Of Home | Activation | Mobile | Online

Rate Card Effective - 27 April 2012



Many rays.
One rising sun.



नईदुनिया

नवदुनिया



मिड-डे

Jagran
Cityplus



सखी

जोश

State Rates

State Rates			
States	Editions	Rate per sqcm	
		B/W	Colour
Jammu	Jammu	234	351
Himachal Pradesh	Dharamsala	234	351
Punjab	Amritsar, Jalandhar, Ludhiana	954	1656
(DJ+Punjabi)	Bathinda & Patiala		
Haryana	Panipat, Hissar, Gurgaon*, & Faridabad*	900	1467
Delhi NCR	Delhi, Faridabad*, Ghaziabad*	900	1287
(DJ+INQ+CP)	Gurgaon* & Noida*		
Jharkhand	Dhanbad, Ranchi	666	873
(DJ+IN)	& Jamshedpur		
Bihar	Bhagalpur, Patna	1404	2061
(DJ+IN)	& Muzaffarpur		
West Bengal	Siliguri	171	243
MP & Chhattisgarh	Indore, Bhopal, Gwalior,	1710	2502
(DJ+ND)	Jabalpur, Bilaspur & Raipur		
Uttar Pradesh + Uttarakhand		3636	5490
(DJ+IN+INQ-N)			
All Editions		6930	10530
(DJ+IN+Nai Dunia+Nav Dunia+			
INQ-N+Punjabi)			
City Plus All Edn Add on Rate		-	360

DJ-Dainik Jagran, IN-I Next, CP-Cityplus, Punjabi-Punjabi Jagran, INQ-N : Inquilab North Editions, ND - Nai Dunia + Nav Dunia)

Rate Card Effective from 27th April 2012

* Sub Editions of Delhi. Voucher copies will not be provided

INQ - only North Editions

Combination Rates

Combination Rates			
Combinations	Publications	Rate per sqcm	
		B/W	Colour
Bihar+Jharkhand+ West Bengal	DJ+IN	1890	2673
Punjab+Haryana+ J&K+HP	DJ+Punjabi	1512	2547
Greater Delhi (Delhi+NCR*+Meerut)	DJ+INQ-N+CP	1189	1701
UP+UK+MP+CG	DJ+INQ-N+IN+ND	4500	6750

DJ-Dainik Jagran, IN-I Next, CP-Cityplus, Punjabi-Punjabi Jagran, INQ-N : Inquilab North Editions, ND - Nai Dunia + Nav Dunia)

Rate Card Effective from 27th April 2012

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City Rates

City Rates			
Editions	Options	Rate per sqcm	
		B/W	Colour
Kanpur	DJ + IN + INQ	810	1044
Lucknow	DJ + IN + INQ	954	1224
Varanasi	DJ + IN + INQ	531	756
Allahabad	DJ + IN + INQ	396	567
Gorakhpur	DJ + IN + INQ	414	576
Jhansi	DJ	171	234
Ayo/Faizabad	DJ	198	261
Rae Bareilly	DJ	216	315
Agra	DJ + IN + INQ	468	666
Aligarh	DJ + INQ	252	405
Meerut	DJ + IN + INQ	504	720
Bareilly	DJ + IN + INQ	333	477
Moradabad	DJ + INQ	270	405
Ghaziabad/Noida*	DJ	432	549
Mathura	DJ	144	180
Haridwar	DJ	162	189
Haldwani/Nainital	DJ	288	405
Dehradun	DJ + IN	477	684

DJ-Dainik Jagran, IN-I Next, INQ-N-Inquilab North Edns

Rate Card Effective from 27th April 2012

Rates Effective for a minimum of 2 Editions

* Sub Editions of Delhi. Voucher copies will not be provided

Notice/Financial/Tenders/Political-State Rates

Notice/Financial/Tenders/Political-State Rates			
State	Edition	Rate per sqcm	
		B/W	Colour
Jammu	Jammu	288	414
Himachal Pradesh	Dharamsala	288	414
Punjab	Amritsar, Jalandhar, Ludhiana	1197	2088
(DJ+Punjabi)	Bathinda & Patiala		
Haryana	Panipat, Hissar, Gurgaon*, & Faridabad*	1125	1827
Delhi NCR	Delhi, Faridabad*, Ghaziabad*	1125	1611
(DJ+INQ)	Gurgaon* & Noida*		
Jharkhand	Dhanbad, Ranchi & Jamshedpur	828	1089
Bihar	Bhagalpur, Patna & Muzaffarpur	1755	2574
West Bengal	Siliguri	216	306
MP & Chhattisgarh	Indore, Bhopal, Gwalior,	2133	3123
(DJ+Nai Duniya+Nav Dunia)	Jabalpur, Bilaspur & Raipur		
Uttar Pradesh + Uttarakhand		4545	6867
(DJ+INQ)			
All Editions		8658	13950
(DJ+Nai Dunia+Nav Dunia+			
INQ+Punjabi)			

DJ-Dainik Jagran, IN-I Next, CP-Cityplus, Punjabi-Punjabi Jagran, INQ-N : Inquilab North Editions, ND - Nai Dunia + Nav Dunia

Rate Card Effective from 27th April 2012

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INQ - only North Editions

Notice/Financial/Tenders/Political-Combination Rates

Notice/Financial/Tenders/Political-Combination Rates			
Combination	Publications	Rate per sqcm	
		B/W	Colour
Bihar+Jharkhand+ West Bengal	DJ+IN	2358	3396
Punjab+Haryana+ J&K+HP	DJ+Punjabi	1890	3231
Greater Delhi (Delhi+NCR*+Meerut)	DJ+INQ+CP	1485	2259
UP+UK+MP+CG	DJ+INQ-N+IN+ND	5625	8433

DJ-Dainik Jagran, IN-I Next, CP-Cityplus, Punjabi-Punjabi Jagran, INQ-N : Inquilab North Editions, ND - Nai Dunia + Nav Dunia

Rate Card Effective from 27th April 2012

INQ - only North Editions

* Sub Editions of Delhi. Voucher copies will not be provided

Notice/Financial/Tenders/Political-City Rates

Notice/Financial/Tenders/Political-City Rates			
Editions	Options	Rate per sqcm	
		B/W	Colour
Kanpur	DJ + INQ	1008	1305
Lucknow	DJ + INQ	1197	1539
Varanasi	DJ + INQ	663	954
Allahabad	DJ + INQ	495	729
Gorakhpur	DJ + INQ	514	729
Jhansi	DJ	216	297
Ayo/Faizabad	DJ	252	342
Rae Bareilly	DJ	270	405
Agra	DJ + INQ	585	819
Aligarh	DJ + INQ	315	522
Meerut	DJ + INQ	630	882
Bareilly	DJ + INQ	414	612
Moradabad	DJ + INQ	342	504
Ghaziabad/Noida*	DJ	540	693
Mathura	DJ	180	234
Haridwar	DJ	207	252
Haldwani/Nainital	DJ	360	468
Dehradun	DJ	594	873



दैनिक जागरण

Premia

Premia	
Position	Premium on Colour Rate
FP Semi Solus (Min 120 Sqcm)	100%
Innovation Charges	100%
Facing Editorial Page Solus (Min 400 Sqcm)	100%
Back Page	50%
Local News Page 3,5,7	25%
Local News Page 2,4	20%
Sports Page	15%
Branding on Feature Column	50%
FP Pointer (Size 5x4 sqcm)-Min 50 insertions to be carried only on bottom half of 1st column	150%



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Supplements

Supplements			
Colour Supplement	Genre	Frequency	Rate per Sqcm Colour
Jhankar (DJ)	Sunday	Wkly Broadsheet (Sun)	4608
Tarang (ND)	Sunday	Wkly Broadsheet (Sun)	600
Jhankar (DJ) + Tarang (ND)	Sunday	Wkly Broadsheet (Sun)	4905
Sangini (DJ)	Women	Wkly Broadsheet (Sat)	4122
Nayika (ND)	Women	Wkly Tabloid (Wed)	800
Sangini (DJ) + Nayika (ND)	Women	Wkly	4518
Josh (DJ)	Youth	Wkly Broadsheet (Wed)	2880
Yuva (ND)	Youth	Wkly Broadsheet (Thu)	300
Josh (DJ) + Yuva (ND)	Youth	Wkly	3024
Tarang (DJ)*	Lifestyle/Film	Wkly Broadsheet (Thu)	882
Glamour Dunia (ND)	Lifestyle/Film	Wkly Broadsheet (Sat)	600
Tarang (DJ) + Glamour Dunia (ND)	Lifestyle/Film	Wkly	1188
Yatra (DJ)	Travel	Monthly (Last Sunday of month)	2160
Jagran Khet Khalian	Agriculture	Monthly Tabloid	1125
FP Premium			50%

Appointments

Appointments				
Publication	Edition	Frequency	Rate per Sqcm	
			B/W	Col
Nai Rahien (DJ)	All Editions	Wkly Broadsheet (Tue)	1710	2223
Nai Rahien (DJ)	UP+Uttarakhand	Wkly Broadsheet (Tue)	1638	2133
Nai Rahien (DJ)	Bihar+Jharkhand	Wkly Broadsheet (Tue)	432	558
Nai Rahien (DJ)	Greater Punjab	Wkly Broadsheet (Tue)	432	558
Jobs Dunia (ND)	MP+CG	Wkly Broadsheet (Thu)		775
Nai Rahien (DJ) + Jobs Dunia (ND)	All Editions			2610

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

* Circulated in Punjab & Jharkhand

Matrimonial

Matrimonial		
Matrimonial	Publication	Rate
Matrimonial (upto 25 words)	DJ	1980
Matrimonial (upto 25 words)	ND	
Matrimonial (upto 25 words)	DJ+ND	2700
Each additional word (Max 35 words) (Rate per Word)		120
Eye Stopper Shehnai		630
Enclosing in Box		630
Display ad in Shehnai Supplement Colour (per sqcm)	DJ+ND	2070
Box Charges (Regd/Courier)		270

Classified

Classified		
	Publication	Rate
Casual Classified All Edition Ads (upto 25 words)	DJ+ND	5400
Each Additional Word (Max 35 Words)		300
Bold Premium		50%

Dainik Jagran & City Plus (Add-on Rates)

Dainik Jagran & City Plus (Add-on Rates)		
City Plus	No. Of Editions	Inside Page per sqc
Delhi NCR	12	135
Bangalore	8	108
Pune	7	81
Mumbai	6	72
Hyderabad	2	27
CP- All Editions	35	360

Rates not applicable on Front Pages

**Mechanical Data

Printable area will be H 32 cms X 25 W sq cms for full page & half page size would be H 16 x 12.5 W sq cm



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Terms and Conditions

1. Political / Election / Casual classified advertisements are accepted only against advance cash payment.
2. The publication will not be accountable for the reproduction quality of material sent through the digital mode which is not in compliance with Dainik Jagran standards.
3. Cancellation of Front Page Solus / Semi- Solus bookings must be given 48 hours before the date of publication, failing which the advertisement shall be charged irrespective of whether or not it is carried.
4. Release orders and material must reach the Kanpur/Delhi office 24 hours prior to the date of insertion.
5. Priority shall be given to the Front Page Solus advertisements, any Semi-Solus ad booking may be shifted without prior intimation.
6. No advertisements will be accepted for the editorial page.
7. B&W advertisements will not be accepted for Page 3/5, Front Page and Back Page.
8. Corrections, cancellations or changes in schedule for the colour supplements must be intimated at least 10 days before the date of insertion.
9. Intimation of faulty or wrong insertions should be sent to us in writing within a week of the date of publication, failing which no claims whatsoever shall be accepted.
10. The minimum advertisement space accepted is 12 sq.cm for the inside pages. Any advertisement measuring over 47cm in height will be charged for the full column (52 cms).
11. All advertisements exceeding 29 cm in width in Dainik Jagran shall be charged at 33cm width.

Terms and Conditions for Digital Material:

Any Advertisement material given on a CD should follow these rules:

- a. We recommend PDF file format (Point 3)
- b. Have 600 dpi resolution for any B&W advertisement and 200dpi for any colour advertisement.
- c. The font should be embedded.

12. All release orders must use the sq. cm format (1 sq.cm= 1cm x 1cm).
13. Fractions of a cm shall be taken as a full cm for billing purposes.
14. Obscene / near obscene and objectionable advertisements, those considered contrary or prejudicial to the public interest, shall not be accepted.
15. Pro-rate deductions will be made in the event of missed advertisements or bad reproduction in any edition(s).
16. Advertisements are accepted strictly as per the terms and conditions laid down by the Indian Newspaper Society (INS), New Delhi.
17. The material deadline is 6:30 pm on the specified deadline date else the advertisements will be carried in city editions of each edition and in upcountry editions, the same will be carried the next day.
18. Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our officers within 60 days of the publication of the ad. Beyond 60 days we would provide you a Photocopy / Scanned copy of the same.
19. Matrimonial advertisements are carried in our mainline editions only. Select matrimonial advertisements are only carried in upcountry editions.
20. In i-next we do not publish Tender notice advertisements / financial advertisements. Rates mentioned against these categories are applicable for DJ standalone editions only.
21. Voucher copies for following editions Raebareilly, Ayodhya, Mathura, Haridwar, Amritsar, Bhatinda and Patiala shall not be provided alongwith the bills.
22. We shall provide single voucher copy for all advertisements published in Jagran Josh - weekly and monthly, Nai Raahein, Sangini, Jhankar and Yatra supplements.
23. For Front Page Pointer Ads, the same shall be carried anywhere in the first column floating across the column (up or down).

Mechanical details: Full page height 50cms
Full page width 33cms
Printable area 1650 sq cms

Rate Card Effective - 27 April 2012



दैनिक जागरण

PUBLISHING CENTRES

AGRA	4 Laxmi Mill, Hall, Jeoni Mandi, Agra-282004 Tel: 0562-2621662/34 Fax: 0562-2621747
ALIGARH	Chandra Talkies, Bhavan, Agra Road, Dubey Ka Padaw, Aligarh-282001 Tel: 0571-2405070, 2405080/1/2 Fax: 0571-2405778
ALLAHABAD	7 P.D. Tandon Road, Civil Lines, Opp. Boys High School, Allahabad-211001 Tel: 0532-2604926, 2601737 Fax: 0532-2601428
AMRITSAR	SCO-4 1st Floor, District Complex, Ranjit Avenue, Amritsar Tel: 0183-3011300
BAREILLY	130, Civil Lines, Bareilly-243001 Tel: 0581-2623365, 2426629, 2427066 Fax: 0581-2511001
BHAGALPUR	Mahatma Gandhi Road, Kachahri Chowk, Bhagalpur-812001 Tel: 0641-2301101-03 Fax: 0641-2301096
BHATINDA	SCO-5-6, Devraj Tower, Ghorewala Chowk, 100 Ft Road, Bhatinda Tel: 0164-2241146, 2241159, Fax: 0164 2241149.
BHOPAL	33, Press Complex Zone 1, MP Nagar, Bhopal-462011 Tel: 0755-4292000 Fax: 0755-4270754
DEHRADUN	Plot No.918/922, Industrial Area, Patel Nagar, Dehradun-248001 Tel: 0135-2728285, 2723318, 2729408 Fax: 0135-2723319
DHANBAD	Panchsheel Guest House, Dhaiya, Dhanbad-826001 Tel: 0326-2210200/01/02/ 03/04 Fax: 0326-2210209
DHARAMSHALA	Tehsil Shahpur, Distt: Kangra, Near Gaggal Airport, Banoi-176209 Tel: 01892-233825, 233826 Fax: 01892-233828
GORAKHPUR	C 23, Civil Lines, Gorakhpur (U.P.)-273001 Tel: 0551-2336677, 2200907 Fax: 0551-2203878
HISSAR	21, Industrial Estate, Delhi Rd Hissar-125005 Tel: 01662-221803/04/05, 221922, 220795 Fax: 01662-20889, 220796
JALANDHAR	C-120, Focal Point Extension, Jalandhar-144004 Tel: 0181-3941300 FAX: 181-2600267
JAMSHEDPUR	Shailendra Singh Complex, Dimna Road, Mango, Jamshedpur-831012 Tel: 0657-2651493/2651318 Fax: 0657-2651226
JAMMU	Sidco Complex, Nr. Railway Station, Bari Brahmana, Jammu-181133 Tel: 01923-220926, 221870 Fax: 01923-220884, 220947
JHANSI	362, Civil Lines, Jhansi-284001 Tel: 0510-2330022, 2330656 Fax: 0510-2330011
KANPUR	2, Sarvodya Nagar, Kanpur-208005 Tel: 0512-2216161/2/3/4 Fax: 0512-2298040, 2216972
LUCKNOW	57 A-3, Meerabai Marg, Lucknow-226001 Tel: 0522-2209483/4/5/6 Fax: 0522-2209434, 2209480
LUDHIANA	D-360, Phase-8 Focal Point Chandigarh Road, Ludhiana-141001 Tel: 0161-3941300
MEERUT	140-141, D- Saket, Meerut-250006 Tel: 0121-2640676/7/8 Fax: 0121-2642921
MORADABAD	Kaanth Road, Harthala, Moradabad-244001 Tel: 0591-2450144, 2313636 Fax: 0591-2450029
MUZAFFARPUR	Uma Shanker Pd. Marg, Ramna, Near Pani Tanki Chowk Mithanpura, Muzaffarpur-842002 Tel: 0621-2247370, 2242964/65/66 Fax: 0621-2242962
NAINITAL	Devalchaur, Rampur Road, Haldwani-263139 Tel: 05946-235001/2/3 Fax: 05946-235009
NOIDA	D-210, 211, Sector-63, Noida-201301 Tel: 0120-3311500
PANIPAT	Plot No.-75, Sector 29, HUDA Industrial Area Phase II Panipat-132103 Tel: 0180-2670991/2/3/4 Fax: 0180-2670995/97
PATNA	5th Floor, Rashmi Complex, 172/92/11-B/2, Circle No. 243, Kidwaipuri, Patna-800001 Tel: 0612-2520673, 2524671 Fax: 0612-2520703
PATIALA	GaganDeep Complex, Sherawala Gate, Patiala Tel: 0175-5003150/01/02
RANCHI	62, Industrial Area, Kokar, Ranchi - 834001 Tel: 0651-2547680/81/82, 2547376 Fax: 0651-2547376/2547683
REWA	Gandhi Nagar, Urrhat, Rewa-486001 Tel: 07662-256450 Fax: 07662-256595
SILIGURI	Puloke Bhawan, 1st Floor, Burdwan Road, Siliguri-734401 Tel: 0353-2535324, 2532406 Fax: 0353-2532405
VARANASI	Plot No.321, Purana G.T Road, Nadesar, Varanasi-221002 Tel: 0542-2503178/79/80/81 Fax: 0542-2502795, 2503177



दैनिक जागरण

BUSINESS OFFICES

AHMEDABAD	505, Anand Mangal-2, Femina Town Lane, CG Road, Navrangpura, Ahmedabad- 380009 Tel: 079-26460135 Fax: 079-26460135
BANGALORE	Phoenix Pinnacle, 2nd Floor, 46 Ulsoor Road, Bangalore - 560042
BHUBANESHWAR	Plot No. EB-397, Stage - II, Laxmisagar, Bhubaneswar - 751006, Tel: +91674 2570475 Fax: +91674 2588767 Handphone: +919437101921
CHANDIGARH	SCO 43-44, 2nd, Floor, Sector-8C, Madhya Marg, Chandigarh-160009 Tel: 0172-2784756/7 Fax: 0172-2784758
CHENNAI	No.9, 2nd Floor, Sindur Plaza, Egmore, 42- Montieth Road, Chennai-600008 Tel: 044-28554047, 28554555
COIMBATORE	297, Rajeshwari, Complex, 7th Street, Gandhipuram, Coimbatore-600012 Tel: 0422-2496161
GUWAHATI	C/O Rupjit Deka, House No 6A Lachit Nagar, Bye Lane -5, Guwahati-781007, Tel: +91361 2528885 Handphone: +919435342465/ +919954710701
GOA	Vitthal Prasad Building, Mayur Colony, Karaswada - Mapusa, Goa - 403507
JAIPUR	37-A, Bhagat Vatika, Raj Bhawan Civil Lines, Road, Jaipur-302006 Tel: 0141-2225654, 2221393 Fax: 0141-2222278
KOCHI	Miracle Communication, Group, 1st Floor, Beeta Plaza, Krishnaswamy Road, Kochi-682035 Tel: 0484-2381417 Fax: 0484-2354867
KOLKATA	Unit 4 A, 13, Lala Lajpat Rai Sarani, Kolkata-700020. Tel: 033-22838807/8/10, 22838809
MUMBAI	409/410, 4th Floor, Trade World, B-Wing, kamala Mills Compound, Senapati Bapat Marg, Lower Parel West, Mumbai- 400013 Tel: 0222 24910437, 24911162, 24912229, 24912991 Fax: 022-24923582
NEW DELHI	50, Okhla Industrial, Area, Phase-III, New Delhi-110020. Tel: 011-30820300 Fax: 011-3082030
PUNE	Sai Gaurav. 2040 S K Jaan Mohd. Street, Off M G Road, Near Baba Jaan Chowk, Pune-411001
BHOPAL	A-25, Pahale Pahal Building, Press Complex, Zone -1, M.P. Nagar, Bhopal - 462011
RAIPUR	2, Prem Kunj, 1st Floor, Civil Lines, Raipur-492001. Tel: 0771-2422112
HYDERABAD	No.3-5-783, Matrusri Apartment, AG-8, Tall Block (A), Hyderguda, Basheerbagh, Hyderabad-500029. Telefax: 040 39103839
SHIMLA	Near Auckland House, Lakkar Bazaar, Shimla-171001. Tel: 0177-2652664 Fax: 0177-2652667
VADODARA	C/O Arvinda Bhai C. Patel, 121-A, Moti Nagar-11, Sussen Ring Road-Tarsali, Vadodara-390009. Tel: 098257-41204
VISHAKHAPATNAM	29-42-18 SBI Colony, Vishakapatnam-530003. Tel: 0891-2569232, 2573573 Fax: 0891-2569232

I-Next Rate Card SY 2012-13

FRONT PAGE				
Edition	10X25 Strip	10X12 Block	Back Page - Rs/sqcm	Inside Page - Rs/sqcm
Kanpur	117000	56160	414	342
Lucknow	117000	56160	414	342
Allahabad	54000	25920	180	162
Varanasi	63000	30240	234	198
Gorakhpur	49500	23760	180	144
Agra	51750	24840	171	153
Meerut	54000	25920	198	180
Bareilly	40500	19440	144	126
Dehradun	42750	20520	153	126
Patna	76500	36720	261	216
Ranchi	45000	21600	162	144
Jamshedpur	36000	17280	117	99
All Editions	747000	358560	2628	2232



Terms & Conditions

1. Political / Election / Casual classified advertisements are accepted only against advance cash payment.
2. The Publication will not be accountable for the reproduction quality of material sent through the digital mode which is not in compliance with inext's standards.
3. Cancellation of Front Page Solus/Semi-Solus bookings must be given 48 hours before the date of publication, failing which the advertisement shall be charged irrespective of whether or not it is carried.
4. Release order and material must reach the Kanpur/Delhi office 24 hours print to the date insertion.
5. Priority shall be given to the Front Page Solus advertisements, any Semi-Solus ad booking may be shifted without prior intimation.
6. No advertisements will be accepted for the editorial page.
7. B&W advertisements will not be accepted for Page 3/5, Front Page, center spread and Back Page.
8. Corrections, cancellation or changes in schedule for the colour supplements must be intimated at least 10 days before the date of insertion.
9. Intimation of faulty or wrong insertions should be sent to us in writing within a week of the date of publication, failing which no claims whatsoever shall be accepted.
10. The minimum advertisement space accepted for inside pages would be 12 sq cm. Any advertisement measuring over 30 cm in height will be charged for the full column (33 cms). In the Sunday edition of inext the maximum allowed size would be 8X25 and minimum would be 8X8 sq cm.

11. All advertisements exceeding 21 cm in width in inext shall be charged at 25cm width.
12. All release orders must use the sq. cm format. (1 sq.cm = 1cmx1cm).
13. Fractions of a cm shall be taken as a full cm for billing purposes.
14. Obscene/near obscene and objectionable advertisements, those considered contrary or prejudicial to the public interest, shall not be accepted.
15. Pro-rate deductions will be made in the event of missed advertisements or bad reproduction in any edition(s).
16. Advertisements are accepted strictly as per the terms and conditions laid down by the Indian Newspaper society (INS), New Delhi.
17. The material deadline is 6:30 pm on the specified deadline date.
18. Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our officers within 60 days of the publication of the ad. Beyond 60 days we would provide you a Photocopy/Scanned copy of the same.
19. The two sizes acceptable on front page are: 10x12 and 10x25 sq.cms.
20. Combo ads booked for front page would be carried on 3rd or back page in I Next.

Terms and Conditions for Digital Material:

Any Advertisement material given on a CD should follow these rules:

- a. We recommend PDF file format (Point 3)
- b. Have 600 dpi resolution for any B&W advertisement and 200dpi for any colour advertisement.
- c. The font should be embedded.

Mechanical details : Full page height 33cms
Full page width 25cms
Printable area 825 sq.cms

Effective 1st May 2012

NAIDUNIA MEDIA RATE CARD

Rates in Rs. per sq. cm.

EDITIONS	Basic		2nd Page		3rd/BP		5th Page		Front Page	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color	B/W	Color
Indore	495	550	585	650	610	720	540	600	900	990
Gwalior	180	210	200	235	210	265	190	225	315	360
Jabalpur	195	240	215	250	230	270	205	240	315	350
Bhopal (NavDunia)	285	330	320	370	350	390	300	350	405	450
Raipur	295	360	350	425	405	450	320	390	495	540
Bilaspur	185	240	210	275	260	300	195	250	320	350

Rates in Rs. per sq. cm.

STATES	Basic		2nd Page		3rd/BP		5th Page		Front Page	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color	B/W	Color
MP-CG	1440	1710	1685	2000	1845	2100	1515	1800	2430	2700
MP	1080	1260	1235	1440	1305	1530	1155	1350	1890	2070
CG	440	550	500	625	630	700	460	575	775	850

CITY PULLOUTS	Rates in Rs. per sq. cm.			
	Front Page	2nd Page	3rd Page	Back Page
Indore	330	250	275	290
Gwalior	155	115	120	125
Jabalpur	200	120	150	165
Bhopal	215	135	160	180
Raipur	200	135	150	165
Bilaspur	150	90	100	115

WEEKLY SUPPLEMENTS	Rates in Rs. per sq. cm.			
Nayika	800	Rates for Weekly Supplements are only for Color		
Glamour Dunia	600			
Tarang	600			
Sehat	Inside Page	Front Inside	Back Inside	Back Page
	55000	100000	100000	180000
Only full page Flat Rates for Sehat				

Effective 1st May 2012

YUVA AD RATES

Rates in Rs. per sq. cm.

COMPLETE EDITION			
	Front Page	Inside Page	Back Page
Indore	350	250	300
Bhopal (NavDunia)	185	110	165

CITY EDITION			
	Front Page	Inside Page	Back Page
Indore	300	250	275
Ujjain & Dewas	80	55	70
Khandwa	80	55	70
Bhopal	175	125	150
Sagar	35	25	30

COMBINED EDITION			
	Front Page	Inside Page	Back Page
Indore + Bhopal	415	300	365

Terms & Conditions

- 1) Only color ads will be accepted. B/W ads (if any) will also be accepted on same rates.
- 2) Innovation on any page will be accepted. Front Page ad sizes acceptable are 20x12 cm and 25x16 cm only.
- 3) Pointers on the Front Page will be accepted in sizes 4x4 cm and 5x4 cm at the Display Rate for Front Page.

Effective 1st May 2012

RUN-ON-LINE CLASSIFIED RATES

All Flat Rates

EDITIONS	Run-on-Line (30 Words)						Nijee	
	1 Day	2 Days	3 Days	7 Days	15 Days	30 Days	30 Words	30 Words with Photo
Indore	650	950	1350	3000	5400	10200	180	375
Gwalior	300	500	600	1200	2200	3600	125	250
Jabalpur	300	500	650	1400	2650	5000	125	300
Bhopal (NavDunia)	400	550	850	1900	3250	5200	150	350
Raipur	180	330	500	850	2050	3700	100	150
Bilaspur	70	130	170	350	540	1050	50	100

STATES	Run-on-Line (30 Words)					
	1 Day	2 Days	3 Days	7 Days	15 Days	30 Days
MP-CG	1700	2600	3600	7700	14000	25000
MP	1500	2250	3100	6750	12000	21500
CG	225	400	600	1150	2400	4300

MATRIMONIALS		
(Only MP-CG)		
1 Day	2 Days	3 Days
300	400	500

CITY	Run-on-Line (30 Words)					
	1 Day	2 Days	3 Days	7 Days	15 Days	30 Days
Indore	550	750	1100	2250	4500	7000
Gwalior	250	400	500	1000	1800	3000
Bhopal	170	320	450	1050	1900	3500
Raipur	100	185	270	600	1150	2200

Terms & Conditions

- 1) Booking deadline will be 2 PM & material latest by 4 PM.
- 2) Classified word limit minimum 30 words, maximum up to 40 words. Rs.5 /- (for single edition ad) & Rs.10/- (for multi edition ad) will be charged extra after 30 words for each of the editions.
- 3) All Run-on-line Classifieds up to 7 days are booked on Cash Basis. Ads are published continuously for 7 days.
- 4) Loan or financial advertisements require Registration letter of client at the time of booking.
- 5) Mobile tower advertisement require No Objection Certificate from respective company at the time of booking.
- 6) On booking of Nijee, Rs. 50/- & Rs. 20/- will be charge extra for name of every single firm & contact no. respectively.
- 7) Matrimonial will be published on Sundays only.

Effective 1st May 2012

CLASSIFIED RATES

Rates in Rs. per sq. cm.

EDITIONS	Display Classified		Obituary/ Personal		Jahir Suchna	Appointment/ JobDunia	
	Entire Edition	Only City	B/W	Color		Regular	Sun. & Thurs.
Indore	225	175	110	150	170	250	300
Gwalior	60	50	50	50	50	125	-
Jabalpur	100	-	40	40	50	100	-
Bhopal (NavDunia)	140	100	50	50	50	200	-
Raipur	100	60	30	30	30	150	-
Bilaspur	30	-	25	25	25	100	-

STATES	Display Classified		Obituary/ Personal		Jahir Suchna	Appointment/ JobDunia	
	Entire Edition	Only City	B/W	Color		Regular	Sun. & Thurs.
MP-CG	575	-	270	310	-	775	-
MP	475	-	230	270	-	575	-
CG	115	-	50	50	45	225	-

Note: *JobDunia* is published on Thursdays in all editions. Ad Booking can be made for single/ combined editions.

NaiDunia Media Ltd.

60/1, Babu Labhchand Chhajlani Marg, Indore- 452 009

Tel: 0731-2763111-14, 4711000, Fax: 0731-2763118-120 E-Mail: response@naidunia.com

www.naidunia.com



Sehat Rate Card FY 2012-13

Sehat	
Position	Rate
Inside Page	55000
Inside Front Cover	100000
Inside Back Cover	100000
Back Page	180000



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Singing the Mumbai Anthem every day!

Rates effective from 1st May 2012

MiD DAY RATE CARD

PUBLICATION	EDITION		ADD ONS
MD	MUMBAI	1250	-
MD	PUNE	200	115
SMD	MUMBAI	1250	800
GMD	MUMBAI	390	250
INQ	MUMBAI	200	190

BUMPER SAVERS	
MD (MUMBAI + PUNE)	1365
MD (MUMBAI + PUNE + GMD)	1450
MD (MUMBAI + PUNE + INQ)	1400
MD (MUMBAI + PUNE + GMD + INQ)	1500
MD (MUMBAI + PUNE + SMD)	1850
MD (MUMBAI + PUNE + SMD + GMD)	1950
MD (MUMBAI + PUNE + SMD + INQ)	1900
MD (MUMBAI + PUNE + SMD + GMD + INQ)	2000
GMD + INQ	425

PREMIUM POSITIONS	MD MUMBAI	MD PUNE	MD MUMBAI + PUNE	GMD	SMD
FRONT PAGE	690000	100000	725000	155000	690000
BACK PAGE (FULL PAGE)	1200000	180000	1300000	300000	1200000
OTHER PREMIUM PAGES*	MD MUMBAI	MD PUNE	MD MUMBAI + PUNE	GMD	SMD
PAGE 2	335	55	355	110	250
PAGE 3	630	110	680	210	475
PAGE 5	420	70	435	140	320
PAGE 7	290	50	315	95	210
ANY SPECIFIED POSITIONS	250	40	260	85	190

INQUILAB/QUAM PREMIUM PAGES	
FRONT PAGE	235
PAGE 3	220
BACK PAGE	220
APPOINTMENTS	150

HOT PROPERTY	
HOT PROPERTY	750
FRONT PAGE LOADING	250
BACK PAGE LOADING	200
PAGE 3 LOADING	150

TENDER AND NOTICES	
MD (MUMBAI)	1250
MD (PUNE)	225
GMD	390
SMD	1250
INQ	200

HOT PROPERTY (GMD)	
HOT PROPERTY (GMD)	200
FRONT PAGE LOADING	90
PAGE 3 LOADING	50



HOARDINGS	Starting from ₹ 125000 p.m.
KIOSKS	Starting from ₹ 25000 p.m.

BUS SHELTERS	Starting from ₹ 25000 p.m.
STATION MEDIA	Starting from ₹ 125000 p.m.

* Loading to be added to the base rate/package for specific page position. All rate in ₹ per sq.cm except the front and full page cost.



Scan the code to download the pdf file of the rate card

Rate Card Effective from 1st April 2012

Edition	Front Page	Back Page	Inside	Copies	Circulation Day
Noida	99	90	72	35000	Sunday
Ghaziabad	92	81	63	35000	Wednesday
New Ghaziabad	92	81	63	30000	Friday
East Delhi	99	90	72	35000	Saturday
Noida-II	85	78	60	25000	Sunday
South Delhi	99	90	72	40000	Friday
Central + West Delhi	90	81	63	30000	Saturday
Gurgaon	99	90	72	35000	Saturday
Gurgaon-II	60	50	40	20000	Sunday
Dwarka	85	78	72	35000	Sunday
Faridabad	90	81	63	35000	Saturday
Pitampura + Rohini	90	81	72	25000	Friday
ALL DELHI	396	306	252		
NCR	414	333	280		
ALL DELHI & NCR	639	513	441		
Indiranagar (Bangalore)	85	66	55	45000	Saturday
Kormangla (Bangalore)	95	77	65	50000	Friday
Jayanagar (Bangalore)	95	77	65	50000	Sunday
Sarjapur (Bangalore)	75	55	45	37500	Saturday
HSR Layout (Bangalore)	75	55	45	30000	Friday
Malleshwaram (Bangalore)	85	66	55	35000	Thursday
Banaswadi (Bangalore)	85	66	55	45000	Friday
J.P. Nagar (Bangalore)*	95	77	65	50000	Sunday
ALL BANGLORE	639	513	414		
Aundh/Baner (Pune)	99	90	72	37500	Friday
Kondhwa/Wanowrie (Pune)	99	90	72	42000	Sunday
Kothrud (Pune)	99	90	72	40000	Wednesday
Deccan (Pune)	99	90	72	35000	Friday
Camp (Pune)	72	63	45	25000	Wednesday
Koregoan Park/Kalyani Ngr. (Pune)	99	90	72	35000	Saturday
Wakad/Pimple Saudgar (Pune)	99	90	72	35000	Saturday
Pimpri/Chinchwad (Pune)*	99	90	72	35000	Thursday
ALL PUNE	639	513	414		
Vashi (Navi Mumbai)	99	90	81	35000	Friday
Nerul (Navi Mumbai)	99	90	81	35000	Sunday
Thane (Mumbai)	99	90	72	35000	Saturday
Chembur (Mumbai)	99	90	72	35000	Friday
Kandivali (Mumbai)	99	90	72	35000	Friday
Malad (Mumbai)	99	90	72	35000	Saturday
Borivali (Mumbai)*	99	90	72	35000	Thursday
Andheri (Mumbai)*	99	90	72	35000	Sunday
ALL MUMBAI	639	513	414		
Banjara Hills (Hyderabad)	99	90	81	42000	Saturday
Secunderabad (Hyderabad)	99	90	81	40000	Friday
Ameerpet (Hyderabad)*	75	66	50	37000	Thursday
Begumpet (Hyderabad)*	75	66	50	35000	Saturday
ALL HYDERABAD	279	252	214		
ALL EDITIONS	1800	1530	1350		

* New Launches

Rate In Rs. Per Sq.Cm.

Mechanical Details:

Height of the Page	35cm
Width of the Page	27.7cm
Printable Area (HxW)	32x25
Frequency	Weekly

Inquilab Rates

INQILAB RATES	
Editions	Rate/sqcm Col
Mumbai	185
Delhi	207
Lucknow	306
Kanpur	207
Bareilly	207
Moradabad	207
Meerut	207
Agra	207
Aligarh	207
Gorakhpur	153
Allahabad	153
Varanasi	171
All Edns	2417

Sakhi

Sakhi	
Position	Rate
Island Advertising	25200
Single Column	63000
Half Page	99000
Full Page	180000
Half Page (Double Spread)	189000
Full Page (Double Spread)	278000
Inside Cover	225000
Back Cover	315000
Centre Spread	324000
3 Page Cover Gatefold	720000
2 Page Cover Reverse Gatefold on Cover	630000
2 Page cover Gatefold	360000
Delhi+NCR Split	45000

Josh Magazine

Josh Magazine	
Position	Rate
Back Cover	144000
Inside Front Cover	99000
Inside Back Cover	94500
Double Spread/Bleed	157500
Full Page Bleed	90000
Full Page	81000
Half Page	40500
Strip	30600

Technical Specification

Technical Specification		
	Height (cm)	Width (cm)
Back Cover	25	19
Inside Front Cover	25	19
Inside Back Cover	25	19
Double Spread/Bleed	25	38
Full Page Bleed	25	19
Full Page	24	17
Half Page (Horizontal)	11	17
Strip	5	17

Packages (Full Page)

Packages (Full Page)	
Uttar Pradesh+Uttarakhand	45000
Bihar+Jharkhand	36000
Punjab	27000