

# National Rate Card

Rate in per SqCM

W.E.F 01-June-2018

S No.	STATE	Display Optimizer			Attention Optimizer			Political			
		Display	Financial/Tender		FPSS	FPS	Back Page	Display	FPSS	FPS	Back
		Color	Color	B/w	Color	Color	Color	Color	Color	Color	Color
1	Uttar Pradesh	8383	9221	7545	12575	16766	11317	11652	15147	20391	13982
2	UttaraKhand	2121	2333	1909	3182	4242	2863	3251	4226	5689	3901
3	Jammu & Kashmir	737	811	663	1106	1474	995	1054	1370	1845	1265
4	Himachal Pradesh	737	811	663	1106	1474	995	1054	1370	1845	1265
5	Chandigarh	737	811	663	1106	1474	995	1054	1370	1845	1265
6	Punjab	1212	1333	1091	1818	2424	1636	2280	2964	3990	2736
7	Haryana	1717	1889	1545	2576	3434	2318	2339	3040	4093	2806
8	Delhi +NCR	1818	2000	1636	2727	3636	2454	2906	3778	5085	3487

## Package

1	Uttar Pradesh + Uttarakhand	8888	9777	7999	13332	17776	11999
2	North Power	2424	2666	2182	3636	4848	3272
3	Sweet4	1151	1266	1036	1727	2302	1554
4	Hill Queen 1	2424	2666	2182	3636	4848	3272

## Editions

1	Agra	1575	1733	1418	2363	3150	2126	2608	3391	4564	3130
2	Meerut	1212	1333	1091	1818	2424	1636	1957	2544	3425	2348
3	Barailly	979	1077	881	1469	1958	1322	1618	2104	2832	1942
4	Moradabad	858	944	772	1287	1716	1158	1409	1831	2465	1690
5	Aligarh	737	811	663	1106	1474	995	1191	1548	2083	1429
6	Kanpur	2020	2222	1818	3030	4040	2727	3393	4410	5937	4071
7	Lucknow	2222	2444	2000	3333	4444	3000	3836	4987	6713	4603
8	Jhansi	444	489	400	667	889	600	757	984	1324	908
9	Varanasi	1222	1344	1100	1833	2444	1650	1904	2476	3333	2285
10	Allahabad	1222	1344	1100	1833	2444	1650	1995	2593	3491	2394
11	Gorakhpur	979	1077	881	1469	1958	1322	1543	2006	2700	1852
12	Dehradun	1575	1733	1418	2363	3150	2126	2424	3151	4241	2908
13	Nainital	858	944	772	1287	1716	1158	1402	1823	2454	1683
14	New Delhi	2121	2333	1909	3182	4242	2863	3514	4568	6150	4217
15	Chandigarh	737	811	663	1106	1474	995	1054	1370	1845	1265
16	Jalandhar	1212	1333	1091	1818	2424	1636	2280	2964	3990	2736
17	Jammu	737	811	663	1106	1474	995	1054	1370	1845	1265
18	Dharamsala	737	811	663	1106	1474	995	1054	1370	1845	1265
19	Rohtak	1717	1889	1545	2576	3434	2318	2339	3040	4093	2806

Appointment	
STATE	Display
	B/w
Uttar Pradesh	3353
UttaraKhand	848
Jammu & Kashmir	295
Himachal Pradesh	295
Chandigarh	295
Punjab	485
Haryana	687
Delhi +NCR	727

Uttar Pradesh + Uttarakhand	3555
North Power	970
Sweet4	460
Hill Queen 1	970
All Edition	4000

Agra	630
Meerut	485
Barailly	392
Moradabad	343
Aligarh	295
Kanpur	808
Lucknow	889
Jhansi	178
Varanasi	489
Allahabad	489
Gorakhpur	392
Dehradun	630
Nainital	343
New Delhi	848
Chandigarh	295
Jalandhar	485
Jammu	295
Dharamsala	295
Rohtak	687

STATE	MANORANJAN	
	Inside	FPSS
Uttar Pradesh	3787	4790
UttaraKhand	1039	1341
Jammu & Kashmir	337	425
Himachal Pradesh	337	425
Chandigarh	297	386
Punjab	453	584
Haryana	207	277
Delhi +NCR	701	899
All Edition	4155	5361

*Height of pages : 51 cms*

*Width of pages : 33 cms*

*Manoranjan is a 4 pages weekly dose of entertainment*

## Rupayan & Udaan

S.NO	Page Position	Size (in cms)		Rupayan	UDAAN
		Width	Height	Display Rate (Colour)	Display Rate (Colour)
1	Back Cover	18.5	23	9,64,975	2,66,200
2	Inside Front Page	18.5	23	7,98,600	1,99,650
3	Inside Back Cover	18.5	23	7,98,600	1,99,650
4	Strip Ad on different Pages*	18.5	5	2,40,911	66,550
5	Full Page	18.5	23	4,83,153	1,33,100
6	Strip all Pages	18.5	5	6,44,204	2,66,200
7	Integrated Branding	-	-	31,94,400	13,31,000
8	Half Page	18.5	11	3,32,750	99,825

\* Excluding Front Page Back Page, Inside Front Page, Inside Back Page.

Rate in Rupees

Rupayan is a 16 Pages weekly magazine, carrying women centric content

Udaan is a weekly magazine centering around education and career opportunities

# Classified Display Rates

Rate in Rs per SqCM

W.E.F 01-June-2018

S No	State	CLASSIFIED DISPLAY (Rs. Per Sqcm)	
		COLOUR	B&W
1	Uttar Pradesh*	2160	1997
2	Uttarakhand		398
3	Jammu & Kashmir		131
4	Himachal Pradesh**		313
5	Chandigarh		157
6	Punjab		157
7	Haryana		412
8	New Delhi	454	412

## Package

1	UP +Uttarakhand*	2315	2140
2	C & E UP	942	870
3	North Power C		697
4	ALL Edition	2624	2466

## Editions

S No.	Editions	COLOUR	B&W
1	Agra	439	381
2	Meerut	345	300
3	Bareilly		259
4	Moradabad		232
5	Aligarh		142
6	Kanpur	354	308
7	Lucknow	532	463
8	Jhansi		151
9	Varanasi		364
10	Allahabad		280
11	Gorakhpur		195
12	Dehradun		273
13	Nanital		218
14	New Delhi***	454	412
15	Chandigarh		157
16	Jalandhar		157
17	Jammu & Kashmir		131
18	Dharamsala		151
19	Rohtak	225	195

# Classified run on words Rate Card

W.E.F 01-June-2018

S No	State	CLASSIFIED ROW (UPTO 25 WORDS)			Per Word Extra	
		COLOUR	B&W	Matrimonial	COLOUR	B&W
1	Uttar Pradesh*	6025	5249	2099	82	75
2	Uttarakhand		1202	1052		45
3	Jammu & Kashmir		245			30
4	Himachal Pradesh**		812			30
5	Chandigarh		341			30
6	Punjab		560			30
7	Haryana		551			45
8	New Delhi	1210	1052		35	30

S No	Package	CLASSIFIED ROW (UPTO 25 WORDS)			Per Word Extra	
		COLOUR	B&W	Matrimonial	COLOUR	B&W
1	UP +Uttarakhand*	6728	6218	2598	165	150
2	C & E UP	2354	2175		110	100
3	North Power C		1886	1108		45
4	ALL Edition	7533	6962	3144	220	200

S No.	Editions	BUSINESS CATEGORY		PERSONAL CATEGORY		Per Word Extra	
		COLOUR	B&W	COLOUR	B&W	COLOUR	B&W
1	Agra	1415	1230	790	719	40	35
2	Meerut	1131	984	698	634	46	40
3	Bareilly		942		634		30
4	Moradabad		957		634		30
5	Aligarh		629		272		25
6	Kanpur	1418	1233	541	492	46	40
7	Lucknow	1161	1010	606	550	46	40
8	Jhansi		271		175		15
9	Varanasi		842		453		40
10	Allahabad		897		266		25
11	Gorakhpur		645		285		25
12	Dehradun		957		544		30
13	Nanital		711		364		25
14	New Delhi***	1210	1052	641	583	35	30
15	Chandigarh		341		265		30
16	Jalandhar		560		266		30
17	Jammu & Kashmir		245		259		30
18	Dharamsala		505		285		30
19	Rohtak	419	365	520	473	35	30