

**RATE CARD**

effective 1st June'18

PUBLICATIONS	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
<b>LOKSATTA (LS)</b>				
MUMBAI	1,200	40	400	440
PUNE	150	10	90	100
NAGPUR	100	10	40	50
AHMEDNAGAR	45	10	35	-
AURANGABAD	60	10	40	-
<b>THE INDIAN EXPRESS (IE)</b>				
MUMBAI	350	30	165	175
CHANDIGARH *	300	20	140	155
PUNE	300	10	140	150
NEW DELHI	220	15	120	150
GUJARAT	90	10	65	75
NAGPUR	75	10	45	-
LUCKNOW	40	10	40	55
<b>THE FINANCIAL EXPRESS (FE)</b>				
MUMBAI	230	10	75	-
NEW DELHI	175	10	45	-
<b>JANSATTA (JS)</b>				
NEW DELHI	130	10	65	75
KOLKATA	45	7	30	-
LUCKNOW	45	7	30	-
CHANDIGARH	160	9	35	45
<b>LOKPRABHA (LKP)</b>				
MUMBAI	310	15	75	85

PACKAGE	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
<b>BRAND TURF</b>				
LS(Mu+Ng+An+Ag+Pu)	1350	40	460	500
IE(Mu+Ch+Pu+DI+Ng+Guj+Lkn)	900	30	350	400
FE(Mu+DI)	250	10	85	-
JS(DI+Ko+Lk+Ch)	300	40	50	60
LS(Mu+Pu+Ng+An+Ag)+IE(Mu+Pu)	1700	40	510	560
LS(All) + IE(All)	1800	40	580	650
LS (Mu+Pu)	1250	40	430	470
IE (Mu+Pu)	480	30	215	225
<b>FOCUS CITY</b>				
<b>MUMBAI</b>				
IE + LS	1250	40	420	460
LS + Lkp	1250	40	425	450
<b>PUNE</b>				
IE + LS	400	20	160	170
<b>NAGPUR</b>				
IE + LS	140	15	65	75
<b>NEW DELHI</b>				
IE + JS	340	25	150	200
<b>LUCKNOW</b>				
IE + JS	65	10	50	70
<b>CHANDIGARH</b>				
IE + JS	340	25	165	185

\* For Chandigarh Run on Words, Fix rate is for 15 words

SCHEMES (Trade)*		
Paid	Free	Weeks
2	1	1
5	3	3
8	5	4
12	8	5
15	14	10
25	30	16
45	55	30
75	100	52

PREMIA	
ROW (BOLD)	10%
Eye Catcher	₹ 50
DISCOUNTS	
Personal/Obituary Ads - 50%	
Situation Wanted & Charitable Trust - 25%	
MATERIAL SPECIFICATIONS	
Col Wd	Min Ht
3 cm	3 cm
	Max Ht
	50 cm

**MATRIMONIALS**

PUBLICATIONS	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
IE (All)	450	30	125	-
LS (All) + LKP	1150	40	425	-

MATRIMONIAL Scheme		
Paid	Free	Weeks
2	1	3

Contact for Advertisements	

**SPECIAL INSTRUCTION :** \* In Multi Edition Package, Classified Display will be in Colour only in locations where there is Solo Colour Rate \* Eye Catcher charges will be applicable to all paid ads. \* Matrimonial Rates / Schemes are not applicable to marriage bureaus. \* Marriage Bureaus will attract the rate of LS (All) editions. \* Charitable Trusts registered with Charity Commissioner are only eligible for Charitable Trusts Discount. \* Schemes discontinued in between will not be entitled to scheme benefit. \* Write to Box No. .... will be charged six words extra. \* All advertisements are accepted and printed subject to the terms mentioned on the Classified Order Form.