

Rate Card

Effective April 1st, 2019
Rates in Rupees Per Square Centimetre

COST EFFECTIVE MARKETING

Display Advertising Rates

2019-2020

देवभूमि का अग्रणी समाचारपत्र
दिव्य हिमाचल

DIVYA HIMACHAL



COLOUR	ALL EDITIONS (Shimla+Dharamshala+Chandigarh)	HP EDITION	SHIMLA EDITION	DHARAMSHALA EDITION	CHANDIGARH EDITION
Front Page	1500	1325	840	1025	840
Back Page	1220	1085	600	865	600
3rd Page	1140	1010	570	805	570
Inside Page	1005	880	465	660	465
BLACK & WHITE					
Front Page	1220	1085	600	865	600
Back Page	925	805	450	650	450
3rd Page	850	720	410	570	410
Tender Notice	740	655	405	540	405
Inside Page	655	570	335	465	335

MERA HIMACHAL (DISTRICT PULLOUT)



COLOUR	ALL EDITIONS	SHIMLA EDITION	DHARAMSHALA EDITIONS	MAGAZINES AASTHA/SHIKHAR
Front Page	875	300	645	Front Page 480
Back Page	645	240	505	Back Page 355
Inside Page	565	190	450	Inside Page 285
Inside Page (B/W)	530	180	405	Inside Page (B/W) 235

PACKAGE

DH+Website+DHTV

50% OFF Website

Premiums

Front Page:
Solus (min. size 400 sqcm)-100%
Skybus, Island - 100%
Semi Solus - 75%
Other Pages: Innovative Ads - 50%
Specified Position - 50%

Classified Rates (Main Edition in B/W)

Text: Rs. 28 per word
(minimum 20 words)
(Scheme 2+1, 4+4, 6+8, 10+15)
Rs. 200 Extra for Bold Fonts, Post Box,
Special Heading and Eye Catcher.
Matrimonial : Rs.35 per word

Display: All Edition: Rs. 260 per sq.cm.
HP Edition: Rs. 200 per sq.cm
Dharamshala Edition: Rs. 145 per sq.cm
Shimla Edition: Rs. 115 per sq.cm
(minimum 15, maximum 80 sq.cm.)

DRT (Debts Recovery Tribunal)

All Edition: Rs. 385 per sq.cm.
HP Edition: Rs. 345 per sq.cm.
Dharamshala Edition: Rs. 260 per sq.cm.
Shimla Edition: Rs. 195 per sq.cm.

Court Notice

All Edition
Rs. 1600 per notice
Dharamshala Edition
Rs. 1000 per notice
Shimla Edition
Rs. 1000 per notice

Obituary

B/W: Rs. 230 per sq.cm.
Colour: Rs. 345

Size
52cm (height) x 32.5cm (width)

Col	1	2	3	4	5	6	7	8
Cm	4	8	12	16.1	20.2	24.3	28.4	32.5



divyahimachal.com

(Rate in rupees, for two weeks)

	Home Page	Inside Pages
Side Box (size 250H x 300W pixels)	45,000	23,500
Top Banner (size 90H x 600W pixels)	30,000	15,000
Bottom Banner (size 90H x 600W pixels)	15,000	10,000