

# Rate Card

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

COST EFFECTIVE MARKETING

## Display Advertising Rates

2019-2020

### Display Advertising Rates for Mera Himachal (Pullout)

Only for advertisements from local retailers, businesses, obituaries and local events.

देवभूमि का अग्रणी समाचारपत्र  
**दिव्य हिमाचल**

#### MEERA HIMACHAL (DISTRICT PULLOUT)



COLOUR	DHARAMSHALA EDITIONS	KANGRA	CHAMBA	MANDI	KULLU+ LAHAUL	HAMIRPUR	UNA	BILASPUR
Front Page	645	150	115	150	150	150	115	115
Back Page	505	110	100	110	110	110	100	100
Inside Page	450	85	80	85	85	85	80	80
Inside Page (B/W)	405	80	70	80	80	80	70	70

COLOUR	SHIMLA EDITIONS	SHIMLA+ KINNAUR	SOLAN	SIRMOUR	MAGAZINES AASTHA/SHIKHAR
Front Page	300	150	150	115	Front Page 480
Back Page	240	110	110	100	Back Page 355
Inside Page	190	85	85	80	Inside Page 285
Inside Page (B/W)	180	80	80	75	Inside Page (B/W) 235

**PACKAGE** > DH+Website+DHTV 50% OFF Website

#### District Bazar

(for each district, inside B&W/Colour pages)  
**Display:** Rs. 45 per sq.cm.  
(minimum 20, maximum 80 sq.cm.)

**Obituary:** Rs. 45 per sq.cm. (B&W)  
Rs. 60 per sq.cm. (colour)

#### DRT:

**All Pullout :** Rs. 345 per sq.cm.  
**Any Pullout:** Rs. 60 per sq.cm.

#### Special Schemes

Each additional district 85% of the lower rate.

#### Premiums

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

**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