

Punjab Kesari Group

ADVERTISING RATES

Revision of Advertisement Rates w.e.f. 1st January, 2018

D I S P L A Y

INDIVIDUAL RATES	B&W	Colour
	Per sq. cm. (Rs.)	Per sq. cm. (Rs.)
Publication		
Punjab Kesari (Hindi) (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu)	1600	2200
Jag Bani (Punjabi) (Jalandhar+Ludhiana+Chandigarh)	600	900
Navodaya Times (Hindi) (New Delhi)	250	350
Hind Samachar (Urdu) (Jalandhar+Chandigarh+Jammu)	150	200
COMBINED RATES (all editions)		
Punjab Kesari +Jag Bani +Navodaya Times + Hind Samachar	2000	2750
Punjab Kesari +Jag Bani +Navodaya Times	1900	2650
Punjab Kesari +Jag Bani	1800	2500

PREMIA

- 125% Extra for : Front Page (Solus) COLOUR,(MINIMUM SIZE 400sqcm), Island Position.
- 100% Extra for : Front Page (Semi-Solus) COLOUR.
- 75% Extra for : Page 3, Back Page, Innovative Ads.
- 25% Extra for : Specified Page or Position.
- 50% Surcharge on Glazed News Print (Colour Ad. Only).
- Box Service Charges for each advertisement/combination : Rs. 50/-

Classified Display (Only in Colour in Single Column)

- Punjab Kesari (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu) Rs. 1000/- Per sq. cm.
- Punjab Kesari (Jalandhar+Ludhiana) Rs. 600/- Per sq. cm.
- Punjab Kesari (Jalandhar+Ludhiana+Chandigarh) Rs. 700/- Per sq. cm.
- Punjab Kesari (Chandigarh+Hisar+Panipat) Rs. 450/- Per sq. cm.
- Jag Bani (Jalandhar+Ludhiana+Chandigarh) Rs. 500/- Per sq. cm.
- Punjab Kesari (Jammu) Rs. 100/- Per sq. cm.
- Punjab Kesari (Himachal) Rs. 120/- Per sq. cm.
- Navodaya Times (Delhi NCR) (5x8) Rs. 3000/- Per. Insertion

Discounted Rates for Obituary Ads	B&W Per sq. cm.(Rs.)	Colour Per sq. cm.(Rs.)
■ Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu)	750	1100
■ Navodaya Times (Delhi NCR)	100	125
■ Punjab Kesari (Jalandhar + Ludhiana)	500	700
■ Punjab Kesari (Jalandhar + Ludhiana+Chandigarh)	550	750
■ Punjab Kesari (Chandigarh + Panipat + Hisar)	175	250
■ Punjab Kesari (Palampur)	100	140
■ Punjab Kesari (Jammu)	60	75
■ Jag Bani (Jalandhar + Ludhiana + Chandigarh)	225	250
■ Jag Bani Front Page (Jalandhar + Ludhiana + Chandigarh)	400	550
■ Hind Samachar (Jalandhar + Chandigarh + Jammu)	65	80
■ Hind Samachar (Jalandhar + Chandigarh)	50	65
■ Hind Samachar (Jammu)	40	50