

**Businessline**

**Rate Card - 2018 (5% GST applicable on all rates)**

**Display**

All Edition	Colour	B/W
Base Rate	2575	1755
Back Page	2985	--
Front Page	3590	--
Appointments	880	680
Tender	1170	945
Possession Notice	--	550

A Premium of 25% would apply for Specified Page or Position  
 A Premium of 50% would apply for Specified Page and Position  
 Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)  
 \* for a 16.4 cms width minimum height is 16 cms and maximum is 25 or 47 cms  
 for a 12.2 cms width minimum height is 20 cms and maximum 25 or 47 cms  
 The front page ads can have a solus with Skybus or Semi Solus  
 For **Front Page Solus**: 50% premium on Front Page rate.  
 For Front page Strip adverts : 25 %

Special Position	Colour
Front Page Panel 1	118590
Skybus 2	6300
Stock Page Panel 3 (B/W)	5860

1 Rate per insertion, Size: 5.5 cms (W) x 6 cms (H)  
 2 Rate per Sqcms. Minimum Size 33 cms (W) x 5 cms (H)  
 Maximum Size 33 cms (W) x 8 cms (H)  
 3 Rate per insertion, Size: 5 cms (W) X 3 cms (H)

Add on Rate with The Hindu AE*	Colour	B/W
Base Rate	1800	1440
Back Page	2070	--
Front Page	2340	--
Tender	--	865
Opportunities	730	590

\* On the applicable Day Rate

Financial Results	Colour	B/W	Tint
Number of Insertions			
1 to 3	1545	310	465
4 or more	1235	250	375

All Edition Special Features	Colour	B/W
Main Issue	1800	1170
Outside Main Issue	1545	1005

BL Brands (New Supplements)	Colour
Catalyst*	805
Blink*	965

State Splits	Colour	
	Base	Back Pg/Pg3
Tamil Nadu	750	900
AP & TS	455	545
Kerala	415	500
Karnataka	405	485
Delhi	490	590
Mumbai	565	680
Ahmedabad	290	350
Kolkata	285	340

State Split	Tender		Financial Results		Appointments	Sp. Features	Possession Notice
	Colour	B/W	Colour	B/W	Colour	Colour	B/W
Tamil Nadu	315	160	345	205	315	495	105
AP & TG	250	125	275	165	250	300	70
Kerala	165	115	185	110	165	275	65
Karnataka	160	110	180	110	160	265	70
Delhi	160	110	185	110	160	325	70
Mumbai	310	235	295	175	265	395	75
Ahmedabad	220	150	115	50	220	205	75
Kolkata	215	160	180	115	215	240	75