

Advertisement Rate Chart

Business Standard - English				
Edition	Display & Finance Category		Tenders & Notices Category	
	B & W	Colour	B & W	Colour
BS Delhi (Del) + Lucknow (Lko)	465	650	650	910
BS Delhi (Del)	355	495	465	655
BS Delhi (Del) + Bhopal (Bho)	395	550	520	725
BS Lucknow (Lko)	110	155	180	255
BS Bhopal (Bho)	75	105	95	125
BS Chandigarh (Chd)	110	155	145	205
BS Kolkata (Kol)	195	275	285	400
BS Bhubaneswar (Bbr)	100	145	150	210
BS Mumbai (Mum) + Pune (Pun)	420	590	555	780
BS Mumbai (Mum)	360	500	475	660
BS Pune (Pun)	100	140	130	180
BS Ahmedabad (Ahm)	140	195	180	255
BS Chennai (Che) + Kochi (Koc)	120	170	160	220
BS Chennai (Che)	70	100	95	130
BS Kochi (Koc)	60	85	80	110
BS Bangalore (Blr)	145	205	190	270
BS Hyderabad (Hyd)	120	165	155	220
All English (E)	1120	1565	1525	2135

Business Standard - Hindi				
Edition	Display & Finance Category		Tenders & Notices Category	
	B & W	Colour	B & W	Colour
BS Delhi (Del)	209	312	264	389
BS Lucknow (Lko)	119	174	146	215
BS Chandigarh (Chd)	98	146	125	188
BS Bhopal (Bho)	91	139	118	174
BS Kolkata (Kol)	84	125	104	160
BS Mumbai (Mum)	105	160	132	195
All Hindi (H)	450	675	565	845

Regional Packages (Single Language)				
	Display & Finance Category		Tenders & Notices Category	
	B & W	Colour	B & W	Colour
North BS (E): Del (+Bho) + Lko + Chd	565	795	785	1095
East BS (E): Kol + Bbr	275	385	400	560
West BS (E): Mum (+Bho) + Pun + Ahm	550	770	725	1015
South BS (E): Che + Koc + Blr + Hyd	365	510	480	675
North BS (H): Del + Lko + Chd + Bho	325	490	410	610

Regional Packages (Combo)				
	Display & Finance Category		Tenders & Notices Category	
	B & W	Colour	B & W	Colour
North (E+H): BS (E) Del (+ Bho) + BS (H) Del + BS (E+H) Lko + BS (E+H)Chd + BS (H) Bho	730	1025	965	1355
East (E+H): BS (E) Kol + BS (H) Kol + BS (E) Bbr	280	390	370	520
West (E+H): BS (E+H) Mum + BS (E) Pun + BS (E) Ahm	520	730	690	965
North (E+H) + East (E+H)	960	1345	1265	1775
North (E+H) + West (E+H)	1040	1455	1375	1925
East (E+H) + West (E+H)	800	1120	1060	1480
All India (E+H): North (E+H) + East (E+H) + West (E+H) + South (E)	1440	2020	1905	2665

English + Hindi (Single Edition)				
City Packages	Display & Finance Category		Tenders & Notices Category	
	B & W	Colour	B & W	Colour
BS (E) Del + BS (H) Del	485	680	640	895
BS (E) Lko + BS (H) Lko	170	240	225	315
BS (E) Chd + BS (H) Chd	160	225	215	300
BS (E) Kol + BS (H) Kol	230	325	305	425
BS (E) Mum + BS (H) Mum	390	545	515	720

Notes:

- For a combination of single edition and the regional package, the applicable rate will be regional package rate + the single edition rate.
- Regions defined: North - Delhi, Lucknow, Chandigarh. East - Kolkata, Bhubaneswar. West - Mumbai, Ahmedabad, Pune, Bhopal*. South - Chennai, Bangalore, Kochi, Hyderabad.
- Mumbai edition is also printed in Bhopal and the rates for Mumbai cover Bhopal for BS English. For BS Hindi, Bhopal is an edition centre.
- Terms and conditions apply.