



RATE CARD

Effective
18th April 2017




Jagran

RATE CARD
Effective
18th April 2017

5 Languages

10 Titles

13 States

350+ Editions & Sub-edition

68 Million Readers


Jagran
Many rays.
One rising sun.


दैनिक जागरण

India's No.1 Daily

mid-day Made in Mumbai

Made in Mumbai

**नईदुनिया
नवदुनिया**

Hindi Daily, MP & Chhattisgarh

 **दैनिक जागरण**
inext

Everyday, a new beginning

मिस-डे

Gujarati Daily, Mumbai


ਪੰਜਾਬੀ ਜਾਗਰਣ

Punjabi Daily

THE INQUILAB

India's No.1 Urdu Daily

 **जागरण**
सखी

Premium Women's Magazine

खेत खलिहान

Rural Magazine


Jagran
New Media



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DISPLAY - COMBINATION COLOUR RATES

Combinations	Publications	Colour Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	5279
Punjab + Haryana + Jammu and Kashmir + Himachal Pradesh	DJ	5279
Delhi + NCR*	DJ	2529
Madhya Pradesh + Chhattisgarh	ND	3499
Uttar Pradesh + Uttrakhand	DJ	9019
Greater Delhi (Delhi + NCR* + Meerut/Saharanpur)	DJ	3739

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

Rate Card effective from 18th April 2017

*This does not include Dainik Jagran National Edition

DISPLAY - STATE COLOUR RATES

State	Editions	Publications	Colour Rate per sqcm
Jammu and Kashmir	Jammu	DJ	659
Himachal Pradesh	Dharamshala	DJ	659
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	3079
Haryana	Panipat, Hissar, Gurgaon*, Faridabad* & Rohtak	DJ	2529
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	2529
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1649
Bihar	Bhagalpur, Patna, Muzaffarpur & Gaya	DJ	3409
West Bengal	Siliguri & Kolkata	DJ	659
Madhya Pradesh	Indore, Bhopal, Gwalior & Jabalpur	ND	2599
Chhattisgarh	Bilaspur & Raipur	ND	1099
Uttar Pradesh + Uttarakhand		DJ	9019

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia Bhopal

Rate Card effective from 18th April 2017

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

DISPLAY - EDITION COLOUR RATES

State	Editions	Publications	Colour Rate per sqcm
Uttar Pradesh	Kanpur	DJ	2199
	Lucknow	DJ	2199
	Varanasi	DJ	1539
	Allahabad	DJ	989
	Gorakhpur	DJ	989
	Jhansi	DJ	549
	Agra	DJ	1099
	Aligarh	DJ	549
	Meerut	DJ	1429
	Saharanpur	DJ	439
	Bareilly	DJ	769
	Moradabad	DJ	659
	Ghaziabad/Noida/Gr. Noida/Hapur/Bulandshahr*	DJ	1539

DJ-Dainik Jagran

*This does not include Dainik Jagran National Edition

DISPLAY - EDITION COLOUR RATES

State	Editions	Publications	Colour Rate per sqcm
Uttanchal	Haldwani/Nainital	DJ	659
	Dehradun	DJ	1539
Punjab	Ludhiana	DJ	989
	Chandigarh	DJ	329
	Jalandhar	DJ	769
	Amritsar	DJ	769
	Bathinda	DJ	439
	Patiala	DJ	439
Haryana	Hissar	DJ	659
	Rohtak	DJ	439
	Panipat	DJ	769
	Gurgaon*/Faridabad*/Sonipat*	DJ	1429
Bihar	Patna	DJ	2199
	Bhagalpur	DJ	769
	Muzaffarpur	DJ	769
	Gaya	DJ	549
Jharkhand	Ranchi	DJ	879
	Dhanbad	DJ	549
	Jamshedpur	DJ	549
West Bengal	Siliguri	DJ	439
	Kolkata	DJ	439

- DJ-Dainik Jagran
- Rates Effective for a minimum of 2 Editions
- * Sub Editions of Delhi.
- Voucher copies will not be provided

DISPLAY / NOTICE / TENDER - COMBINATION B/W RATES

Combinations	Publications	B/W Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	4729
Punjab + Haryana + Jammu and Kashmir + Himachal Pradesh	DJ + PJ	4729
Delhi NCR*	DJ	2089
Madhya Pradesh + Chhattisgarh	ND	2999
Uttar Pradesh + Uttrakhand	DJ	7699
Greater Delhi (Delhi + NCR* + Meerut/Saharanpur)	DJ	3079

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia, PJ - Punjabi Jagran

Rate Card effective from 18th April 2017

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

For PSU / Govt. Commercial B/W Display Rate will be same as given above

Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card

DISPLAY / NOTICE / TENDER - STATES B/W RATES

State	Editions	Publications	B/W Rate per sqcm
Jammu and Kashmir	Jammu	DJ	549
Himachal Pradesh	Dharamshala	DJ	549
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	2749
Haryana	Panipat, Hissar, Rohtak, Gurgaon* & Faridabad*	DJ	2089
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	2089
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1429
Bihar	Bhagalpur, Patna & Muzaffarpur	DJ	2859
West Bengal	Siliguri & Kolkata	DJ	549
Madhya Pradesh	Indore, Bhopal, Gwalior & Jabalpur	ND	2299
Chhattisgarh	Bilaspur & Raipur	ND	799
Uttar Pradesh + Uttrakhand		DJ	7699

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

Rate Card effective from 18th April 2017

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

For PSU / Govt. Commercial B/W Display Rate will be same as given above

Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card

DISPLAY / NOTICE / TENDERS - EDITION B/W RATES

State	Editions	Publications	B/W Rate per sqcm
UPUT	Kanpur	DJ	1979
	Lucknow	DJ	1979
	Varanasi	DJ	1209
	Allahabad	DJ	879
	Gorakhpur	DJ	879
	Jhansi	DJ	439
	Agra	DJ	989
	Aligarh	DJ	549
	Meerut	DJ	1209
	Saharanpur	DJ	329
	Bareilly	DJ	659
	Moradabad	DJ	549
	Ghaziabad/Noida*/Greater Noida/Hapur/Bulandshahr*	DJ	1429
	Haldwani/Nainital	DJ	659
	Dehradun	DJ	1429

DJ-Dainik Jagran | Rate Card effective from 18th April 2017| * Sub Editions of Delhi. Voucher copies will not be provided | * Delhi NCR - This does not include Dainik Jagran National Edition
For PSU / Govt. Commercial B/W Display Rate will be same as given above
Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card

DISPLAY / NOTICE / TENDER - EDITION B/W RATES

State	Editions	Publications	B/W Rate per sqcm
Punjab	Chandigarh	DJ	329
	Ludhiana	DJ	879
	Jalandhar	DJ	769
	Amritsar	DJ	769
	Bathinda	DJ	329
	Patiala	DJ	329
Haryana	Hissar	DJ	549
	Rohtak	DJ	439
	Panipat	DJ	659
	Gurgaon/Faridabad/Sonipat*	DJ	1429
Bihar	Patna	DJ	1869
	Bhagalpur	DJ	659
	Muzaffarpur	DJ	659
	Gaya	DJ	439
Jharkhand	Ranchi	DJ	769
	Dhanbad	DJ	439
	Jamshedpur	DJ	439
West Bengal	Siliguri	DJ	439
	Kolkata	DJ	329

POLITICAL RATES - 2017-18

State	Editions	DJ	ND	INEXT	INQ-N	PJ
Jammu	Jammu	792				
Himachal Pradesh	Dharamsala	792				
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	3960				851
Haryana	Panipat, Hissar, Gurgaon* , Faridabad* & Rohtak	3564				
Delhi / NCR	Delhi, Faridabad*, Ghaziabad*, Gurgaon* & Noida*	3564			594	
Jharkhand	Dhanbad, Ranchi & Jamshedpur	1980		446		
Bihar	Bhagalpur, Patna & Muzaffarpur	5643		446	891	
West Bengal	Siliguri & Kolkata	594				
MP*	Indore, Bhopal, Gwalior & Jabalpur		3960			
Chhattisgarh	Bilaspur & Raipur		1980			
Uttar Pradesh		13028		3307	2970	
Uttarakhand	Dehradun, Nainital/Haldwani	2475		297		

DJ-Dainik Jagran, ND - Nai Dunia & Nav Dunia in Bhopal, INQ-N - Inquilab North

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* Delhi NCR - This does not include Dainik Jagran National Edition

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RATE CARD (FY 2017-18)

Editions	Basic Rate		Page 2 Rate		Page 3 Rate		Page 5 Rate		Proposed- Front Page Rate		Inside Page Rate	
	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour
Indore	1232	1540	1416	1663	1540	1847	1478	1724	2155	2463	1232	1540
Bhopal (Nav Dunia)	725	906	833	978	906	1087	869	1014	1268	1449	725	906
Gwalior	518	647	595	699	647	776	621	725	906	1035	518	647
Jabalpur	518	647	595	699	647	776	621	725	906	1035	518	647
Raipur	725	906	833	978	906	1087	869	1014	1268	1449	725	906
Bilaspur	414	518	476	559	518	621	497	580	725	828	414	518
Delhi-NCR	414	518	476	559	518	621	497	580	725	828	414	518

States	Basic Rate		Page 2 Rate		Page 3 Rate		Page 5 Rate		Proposed- Front Page Rate	
	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour
MP-CG+Delhi NCR	2981	3726	3428	4024	3726	4471	3577	4173	5216	5962
MP-CG	2795	3494	3214	3773	3494	4192	3353	3912	4890	5589
MP	2070	2588	2381	2795	2588	3105	2484	2898	3623	4140
CG	932	1165	1071	1258	1165	1397	1118	1304	1630	1863

Note : Back Page Rates will be same as Page 3 Rates.

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CITY PULLOUTS

City Pull outs / City	Front Page Rate		Page 2 Rate		Page 3 Rate		Back Page Rate	
	B/W	Colour	B/W	Colour	B/W	Colour	B/W	Colour
Indore	NA	911	NA	633	NA	673	NA	753
Bhopal	NA	518	NA	319	NA	378	NA	437
Gwalior	NA	374	NA	267	NA	267	NA	285
Jabalpur	NA	414	NA	248	NA	298	NA	331
Raipur	NA	414	NA	281	NA	298	NA	331
Bilaspur	NA	290	NA	194	NA	209	NA	224

Add-on Rates with	B/W	Colour
MP or CG or any Individual Edition	288	403

WEEKLY SUPPLEMENTS

Nayika, Sehat (Rates for full page)	Inside Page	69000
	Front Page	138000
	Back Inside	115000
	Back Page	207000



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SUPPLEMENTS

Colour Supplement	Genre	Frequency	Rate per sqcm for Colour Ads				
			UPUT	Bih/Jha/WB	Pun/Har/HP/J&K	Del NCR	MPCG
Jhankar (DJ)	Sunday	Weekly Broadsheet (Sunday)	4290	2310	2079	1307	-
Tarang (ND)	Sunday	Weekly Broadsheet (Sunday)	-	-	-	-	924
Sangini (DJ)	Women	Weekly Broadsheet (Saturday)	3960	1980	1683	1276	-
Nayika (ND)	Women	Weekly Broadsheet (Wednesday)	-	-	-	-	1188
Tarang (DJ)*	Lifestyle/Film	Weekly Broadsheet (Thursday)	-	671	614	-	-
Glamour Dunia (ND)	Lifestyle/Film	Weekly Broadsheet (Saturday)	-	-	-	-	924
Josh (DJ)	Youth	Weekly Page in Main Issue (Wednesday)	2901	1544	1327	911	-
Yatra (DJ)	Travel	Monthly (Last Sunday of month)	2455	1089	1020	772	5336
Jagran Khet Khalian	Agriculture	Monthly Tabloid	1931	-	-	-	-
FP Premium			50%	50%	50%	50%	50%

* Circulated in Punjab & Jharkhand

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

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APPOINTMENTS - DAINIK JAGRAN, NAI DUNIA & NAV DUNIA

Publications	Editions	Frequency	Colour Rate per sqcm
Nai Rahein (DJ)	UP + Uttarakhand + Delhi + NCR	Wkly Broadsheet (Monday)	3199
Nai Rahein (DJ)	Bihar + Jharkhand + West Bengal	Wkly Broadsheet (Monday)	899
Nai Rahein (DJ)	Greater Punjab	Wkly Broadsheet (Monday)	899
Nai Rahein (DJ)	Delhi NCR	Wkly Broadsheet (Monday)	899
Job Dunia (ND)	MP + Chhattisgarh	Wkly Broadsheet (Monday)	899
Any Single Edition (only Nai Rahien)DJ		Wkly Broadsheet (Monday)	720
All Jagran Group Publications	(DJ + ND + DJ (inext) + mid-day Mumbai)	Wkly Broadsheet (Monday)	5400

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia
Rate Card effective from 18th April 2017

DAINIK JAGRAN CLASSIFIEDS RATES & SCHEMES FOR THE F.Y OF 2017-18

Editions	Commercial Categories up to 6 Lines	Per Extra Line for Commercial	Other/Jobs and Recruitment up to 6 Lines	Per Extra Line for Jobs and Recruitment	For Public Notices (up to 6 lines)	Per Extra line Public Notices
UTTAR PRADESH + UTTARAKHAND						
Agra	705	140	610	105	300	70
Aligarh	522	105	480	85	350	35
Allahabad	810	110	810	110	250	50
Bareilly	600	105	550	75	350	60
Gorakhpur	770	155	720	135	355	85
Jhansi	300	65	305	60	190	40
Kanpur	1430	315	1300	210	640	145
Lucknow	1410	285	1250	210	700	145
Meerut	1300	315	1110	190	600	135
Moradabad	660	105	605	105	300	50
Varanasi	1155	235	1100	210	550	125
Dehradun	660	125	605	125	350	60
Nainital	510	105	600	85	195	35

DAINIK JAGRAN CLASSIFIEDS RATES & SCHEMES FOR THE F.Y OF 2017-18

Editions	Commercial Categories up to 6 Lines	Per Extra Line for Commercial	Other/Jobs and Recruitment up to 6 Lines	Per Extra Line for Jobs and Recruitment	For Public Notices (up to 6 lines)	Per Extra line Public Notices
BIHAR + JHARKHAND + WEST BENGAL						
Bhagalpur	770	145	726	130	345	75
Patna	1220	260	1150	220	570	125
Muzaffarpur	655	135	600	105	280	60
Dhanbad	440	85	440	75	225	40
Jamshedpur	352	62	330	55	175	40
Ranchi	465	95	380	60	170	45
Siliguri	120	20	110	18	85	15
DELHI + NCR						
Delhi NCR	2100	420	1460	260	775	210
PUNJAB						
Ludhiana	410	70	355	65	190	40
Jalandhar	380	65	330	60	190	40
HARYANA						
Hissar	305	50	245	45	160	40
Panipat	380	65	330	60	160	40

DAINIK JAGRAN CLASSIFIEDS RATES & SCHEMES FOR THE F.Y OF 2017-18

Editions	Commercial Categories up to 6 Lines	Per Extra Line for Commercial	Other/Jobs and Recruitment up to 6 Lines	Per Extra Line for Jobs and Recruitment	For Public Notices (up to 6 lines)	Per Extra line Public Notices
JAMMU AND KASHMIR						
Jammu	125	16	88	15	55	10
HIMACHAL PRADESH						
Dharamshala	125	16	88	15	55	10

DAINIK JAGRAN CLASSIFIEDS RATES & SCHEMES FOR THE F.Y OF 2017-18

Combinations	Classified Combination Rates			
	Upto 6 Lines	Per Extra Line	Other/Jobs & Recruitment 6 Line	Per Extra Line
Delhi + NCR + Haryana	2360	470	1650	315
Delhi + NCR + Haryana + Punjab + Jammu and Kashmir + Himachal Pradesh	2950	575	2310	415
All Haryana (Hissar, Panipat, DL 3)	1240	210	790	155
All Punjab (Jalandhar & Ludhiana)	565	105	550	85
Hissar + Panipat + Punjab + Jammu and Kashmir + Himachal Pradesh + PJ	1250	210	1000	155
Uttarakhand	950	185	800	155
Western UP	3200	450	2450	470
Western UP + Uttarakhand	3700	725	3450	565
Eastern UP	2000	400	2000	400
All Bihar/Jharkhand/West Bengal	2500	470	2200	360
All Bihar	2000	340	1500	260
All Jharkhand	990	180	800	135
All UP + Uttarakhand + Nai Dunia + Punjabi Jagran	9000	1750	7110	1400
DJ All Edition + Nai Dunia + Punjabi Jagran	13600	2500	10000	1890
Central UP	2100	400	1800	360
All UP	7100	1700	6000	1400

SCHEMES

Schemes	Validity
2+1	15 Days
5+3	30 Days
10+8	45 Days
15+15	90 Days

PREMIUMS

HIGHLIGHTS OPTIONS	PREMIUMS
Border	25%
Bold	50%
Spot Color	25%
English Matter	10%

COMMERCIAL CATEGORIES

LOAN

BUSINESS

Western U.P.- Agra+Aligarh+ Bareilly+Dehradun+Meerut +Moradabad+Nainital

Central UP :- Kanpur + Lucknow

Eastern UP :- Allahabad + Gorakhpur + Varanasi

DAINIK JAGRAN CLASSIFIED DISPLAY RATE CARD 2017-18

Editions	C.D. under Classified Page (min. size 4x3)	
	Rates per sqcm	
	B/W Rates	Colour Rates
Agra	220	270
Aligarh	121	135
Allahabad	190	235
Bareilly	165	200
Gorakhpur	200	245
Jhansi	90	110
Kanpur	580	725
Lucknow	600	700
Meerut	410	510
Moradabad	132	140
Varanasi	330	410
Dehradun	205	210
Nanital	165	175
Bhagalpur	130	160
Patna	240	290
Muzafferpur	170	210
Dhanbad	82	105
Jameshedpur	77	100

DAINIK JAGRAN CLASSIFIED DISPLAY RATE CARD 2017-18

Editions	C.D. under Classified Page (Minimum size 4x3)	
	Rate per sqcm	
	B/W Rates	Colour Rates
Ranchi	120	153
Siliguri	44	44
Del + Ncr	700	810
Ludhiana	132	165
Jalandhar	143	175
Hissar	77	100
Panipat	78	100
Jammu	60	65
Dharmshala	82	88

SCHEMES

DISCRIPTIONS	SCHEMES	VALIDITY
2 paid 1 free	2+1	15 Days
5 paid 3 free	5+3	30 Days
10 paid 8 free	10+8	60 Days
15 paid 15 free	15+15	90 Days

- All the above rates are per square centimeters.
- Minimum Size of classified display ad is 3 (w) x 5 (H).

CLASSIFIED DISPLAY COMBINATION RATES

Combinations	C.D. under Classified Page (Minimum size 4x3)	
	Rate per sqcm	
	B/W Rates	Colour Rates
Del + Ncr + Hrn	790	945
Del + Ncr + Hrn + Pjb + J & K + HP	1470	1715
All Hrn (Hissar + Panipat + DL 3)	715	800
All Punjab (Jalandhar + Ludhiana)	230	270
All Bihar + Jharkhand	590	735
All Bihar + Jharknad + W.Bengal	610	770
All Bihar (PAT+BGP+MUZ)	477	590
All Jharkhand (RCH+DBD+JMD)	230	285
Western UP + UTT.	1205	1420
DJ UP + UTT.	3055	3770
DJ UP + UTT. + Nai Dunia	3370	4100
Dj All Edition	4740	5800
Dj All Edition + Nai Dunia	4900	6200
Central UP	856	1040
Eastern UP	550	660

1. All the above rates are per square centimeters.
2. Minimum Size of classified display ad is 3 (w) x 5 (H).

DAINIK JAGRAN MATRIMONIAL & MARRIAGE BUREAU RATE & SCHEME - 2017-18

Combinations	Editions	Min. 25 Words	Extra Per Word	Classified Display	Min. 25 Words Marriage Bureau	Extra Per Word	Classified Display Marriage Bureau
All Ed. D.J +N.D	DJ + MPCG	3900	150	1205	4465	155	1515
UP +UTT+ND	ALL UP +UTT +MPCG	3300	150	895	3805	155	1115
UTTRANCHAL	Dehradoun +Nanital	600	40	185	815	35	225
EASTERN UP+BIHAR	Var+Ald +GKP+PAT+MUZ+BHG	1850	90	575	2100	90	715
BIHAR+JHARKHAND	PAT+MUZ+BHG+RAN+JAM+DHAN	865	50	365	1000	50	455
BIHAR+JHAR+W.B	PAT+MUZ+BHG+RAN+JAM+DHAN +W.B	980	50	425	1115	55	525
DELHI+NCR	DEL+NOI +GZB+GGN+FBD	635	35	290	735	35	370
GREATER PUNAB	LDH+JAL+AMR+PAT+BAT+JK+HP	450	25	160	525	25	200
DELHI+NCR+GR.PUNJAB	DEL+NOI+GZB+GGN+FBD+LDH+JAL+AMR+PAT+BAT+JK+HP	1265	60	525	1445	65	655
DEL+NCR+HRY	DEL+NOI+GZB+GGN+FBD+HSR +PAN	1045	50	395	1185	55	495

MIN SIZE 4X4

MIN SIZE 4X4

PREMIUM AND OTHER CHARGES

Bold	50%
Border	25%
Spot Colour	25%
English Matter	10%
Shahnai	25%
Box No. Courier/Reg. Post	₹300

Scheme	Validity
2+1	45 Days



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PREMIA - DAINIK JAGRAN | NAI DUNIYA | NAV DUNIYA

Position	Premium on Colour Rate
FP Semi Solus (Minimum 180 sqcm)	100%
Innovation Charges	100%
Facing Editorial Page Solus (Minimum 400 sqcm)	100%
Back Page	50%
Local News Page 3, 5 & 7	25%
Local News Page 2 & 4	20%
Sports Page	15%
Branding on Feature Column	50%
FP Pointer (Size 5x4 sqcm)-Minimum 12 insertions to be carried only on bottom half of 1st column	150%

Rate Card Effective from 18th April 2017

Dainik Jagran Inext Rate Card (FY 17-18)

Editions	Back Page Color / sq cms	Inside Page / sq cms	
		Color	B&W
Kanpur	702	603	504
Lucknow	702	603	504
Varanasi	504	405	306
Allahabad	504	405	306
Gorakhpur	504	405	306
Agra	405	306	207
Meerut	405	306	207
Bareilly	405	306	207
Dehradun (UT)	405	306	207
Patna (BHR)	504	405	306
Ranchi	405	306	207
Jamshedpur	306	207	108
Uttar Pradesh	3204	2808	2205
UP + UT	3303	2907	2304
JKD	405	306	207
BHR + JKD	900	801	504
All Edition	3600	3402	3033
Indore (MP)	504	405	306

CLASSIFIED DISPAY Rates For FY 17-18

Editions	Rate / sq cms	Scheme
Kanpur	63	2+1, 5+3, 8+8
Lucknow	63	
Varanasi	54	
Allahabad	45	
Gorakhpur	45	
Agra	36	
Meerut	36	
Bareilly	36	
Dehradun (UT)	36	
Patna (BHR)	54	
Ranchi + JMD	36	
Uttar Pradesh	270	
UP + UT	306	
BHR + JKD	81	
All Edition	405	
Indore (MP)	36	

Terms & Conditions: Max size for Classified Display is 30 sq. cms (10H*3W) and Min size is 15 Sq. Cms (5H*3W)



ਪੰਜਾਬੀ ਜਾਗਰਣ - Punjabi Jagran

ADVERTISING RATES

Category	Rate in sqcm				
	B/W	CLR	Front Page Semi Solus	Back Page	Third Page
Main Issue Display	317	535	936	752	644
Political	317	535	936	752	644
Obituary	79	149	261	208	178
Greeting	158	248	434	366	197
Entertainment	129	149	261	248	178

SUPPLEMENTS

Colour Supplement	Genre	Frequency	Rate per Sqcm Colour
Josh	Youth	Weekly Broadsheet (Wednesday)	217
Balle Bollywood	Lifestyle/Film	Weekly Broadsheet (Friday)	178
Paranda	Women	Weekly Broadsheet (Saturday) (Alternate Weekly Single Page in Main Issue)	217
Nikki Dunia	Kids	Weekly Magazine (Saturday) (Alternate Weekly Single Page in Main Issue)	168
Sunday De Funday	Sunday	Weekly Broadsheet (Sunday)	247

ADVERTISING RATES

Position	Rate
Island Advertising	27720
Single Column	69300
Half Page	99000
Full Page	189000
Half Page (Double Spread)	198000
Full Page (Double Spread)	297000
Inside Cover	234000
Back Cover	324000
Centre Spread	342000
3 Page Cover Gatefold	720000
2 Page Cover Reverse Gatefold on Cover	630000
2 Page cover Gatefold	360000
Delhi+NCR Split	45000

Rate Card Effective from 9th March 2015

TERMS & CONDITIONS

- 1) Political/Election/Casual classified advertisements are accepted only against advance cash payment.
- 2) The publication will not be able to account for the reproduction quality of material sent through the digital mode which is not in compliance with Dainik Jagran standards.
- 3) Cancellation of Front Page Solus/Semi-Solus bookings must be given 48 hours before the date of publications, failing which the advertisement shall be charged irrespective of whether or not it is carried.
- 4) Release orders and material must reach the Kanpur/Delhi office 24 hours prior to the date of insertion.
- 5) No advertisements will be accepted for the editorial page.
- 6) B&W advertisements will not be accepted for Pge3/5, Front Page and Back Page
- 7) Corrections, cancellations or changes in schedule for the colour supplements must be intimated at least 10 days before the date of insertion.
- 8) Intimation of faulty or wrong insertions should be sent to us in writing within a week of the date of publication, failing which no claims whatsoever shall be accepted.
- 9) The minimum advertisements space accepted is 12sqcm for the inside pages. Any advertisements measuring over 47cm in height will be charged for the full column (52cms)
- 10) All advertisements exceeding 29cm in width in Dainik Jagran shall be charged at 33 cm width.
- 11) All release orders must use the sq cm format (1sqcm=1cmx1cm)
- 12) Fraction of a cm shall be taken as a full cm for billing purpose
- 13) Obscene/near obscene and objectionable advertisements, those considered contrary or prejudicial to the public interest, shall not be accepted
- 14) Prorata deductions will be made in the event of missed advertisements of bad reproduction in any edition(s)
- 15) Advertisements are accepted strictly as per the terms and conditions laid down by the Indian Newspaper Society (INS), New Delhi
- 16) The material deadline is 6:30pm on the specified deadline date else the advertisements will be carried in city editions of each edition and in upcountry editions, the same will be carried the next day.
- 17) Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our officers within 60 days of the publication of the ad. Beyond 60 days we would provide you a Photocopy/Scanned copy of the same.
- 18) Matrimonial advertisements are carried in our mainline editions only. Select matrimonial advertisements are only carried in upcountry editions.
- 19) In i-nest we do not publish Tender notice advertisements/financial advertisements. Rates mentioned against these categories are applicable for DJ standalone editions only.
- 20) Voucher copies for the following editions Raebareilly, Ayodhya, Mathura, Haridwar, Amritsar, Bhatinda, Rohtak, Saharanpur, Kolkatta, Banda and Patiala shall not be provided alongwith the bills.
- 21) We shall provide single voucher copy for all advertisements published in Jagran Josh-weekly and monthly, Nai Raahein, Sangini, Jhankar and Yatra supplements.
- 22) For Front Page Pointers Ads, the same shall be carried anywhere in the first column floating across the column (up or down).

Terms and Conditions for Digital Material:

Any advertisement material given on a CD should follow these rules:

- a) We recommend PDF file format (Point 3)
- b) Have 600 dpi resolution for any B&W advertisement and 200dpi for any colour advertisement.
- c) The font should be embedded.

Mechanical Details:

Full Page height 50 cms
Full Page width 33 cms
Printable area 1650 sqcm

Front page policy for 2014-15

Front page solus – The front page solus position can be given only on ads of size 100 cc or 400 sq cm

Minimum size of the advertisement on front page – Semi solus advertisements can be booked for front page in minimum size of 45 cc or 180 sq cm.

Dimensions of advertisements for front page – the width of the advertisements need to be only in 12 cm or 16cm format.

Front page pointer advts

Pointer advertisements can be booked in either of the two sizes – 3X4 or 5X4. No other pointer sizes shall be entertained. Such advertisements shall be carried in the first column bottom position.

Only one pointer advertisement can be carried in an edition.

Minimum insertions to be booked and carried should be 12 in single RO.

Sky bus or top strip advt – only one size - 5X33 will be allowed on the top most position.



RATE CARD
Effective
18th April 2017

5 Languages

10 Titles

13 States

350+ Editions & Sub-edition

68 Million Readers



TERMS & CONDITIONS

Print

RO in favor of Jagran Prakashan Ltd (Dainik Jagran Inext).
Front Page premium will be 100% on B/W rates. Min Size on front page is 180 sq. cms.
B/W ads will not be carried on Page 1 / 3 / Back Page.
Innovation - Cost on Call

Digital

All Price are in Net INR - Service Tax of 14.5% would apply over the Net Cost of the campaign.
RO in favor of Jagran Prakashan Ltd. NRI Inventory would be 50% extra.
Any Targeting & Home Page 20% Extra. Payment within 45 days of completion of the campaign
Innovation - Cost on Call

MECHANICAL DETAILS

Jacket Front	Space	1277 Sq.Cms	H 43 * W 29.7
Full Page	Space	1485 Sq. Cms	H 50 * W 29.7

ADVERTISING RATES

Display/Financial	Rate per sqcm
mid-day AM / Sunday Mid-day	2070
mid-day PM	999

Tender and Notice	Rate per sqcm
mid-day AM / Sunday Mid-day	2295
mid-day PM	1080

Political & Election Advertisements	Rate per sqcm
mid-day AM / Sunday Mid-day	3339
mid-day PM	1530

Hot Property (Real Estate Section)	Rate per sqcm
mid-day AM / Sunday Mid-day	1521
mid-day PM	900

Page & Section Premiums	% of Premium on Display Rate
Sky Bus (Front Page)	125%
Front Page	100%
Back Page	50%
Page 3	50%
Page 2, 5 & 7	25%

ADVERTISING RATES

Display/Financial	Rate per sqcm
Gujarati mid-day	801

Tender and Notice	Rate per sqcm
Gujarati mid-day	837

Hot Property (Real Estate Section)	Rate per sqcm
Gujarati mid-day	450

Political & Election Advertisements	Rate per sqcm
Gujarati mid-day	1260

Page & Section Premiums	% of Premium on Display Rate
FP Pointer	150%
Sky Bus	125%
Front Page	100%
Back Page	50%
Page 3	50%
Page 5 & 7	25%
Any Specific Page / Specific Section	10%

GMD LOCALS NEW RATE CARD 2017-18

Page Positions	Local's	Miraroad-Virar, Andheri-Santacruz, Ghatkopar & Mulund	Goregoan – Dahisar
Page1 Prime Position	Front page Strip ad	10,800	15,750
Page3/ Back Page	Full Page	18,045	24,570
	Half Page	10,800	15,750
	Quarter Page	7,200	10,800
Innovations	Impact Cover	36,630	54,000
	Jacket	60,822	90,000
	Island Position or ad in specific content	117 /Sqcm	117 /Sqcm
Regular Position	Full Page	14,715	20,610
	Half Page	9,810	13,320
	Quarter Page	6,084	8,460
	CenterSpread	27,450	42,210
	Less than Quarter Page	72/ Sqcm	72 /Sqcm

GMD LOCALS NEW RATE CARD 2017-18

LOCAL DETAILS:			
Ad Sizes	Day of the Week	Name of the Local	Area of Coverage
"Strip ads - 10cm(H) x 25.5cm (W)	Wednesday	Mulund	Bhandup , Nahur , Mulund , Thane
Full Page - 30 cm(H) x 25.5cm(W)	Wednesday	Ghatkopar	Ghatkopar,Vidyavihar,Chem bur,Vikhroli,Kanjurmarg
Half Page - 14.7cm(H) x 25.5cm(W)	Thursday	Miraroad to Virar	Mira Road to Virar
Quarter Page - 14.7cm(H) x 12.5cm(W)	Friday	Goregaon to Dahisar	Goregaon,Malad,Kandivali,B orivali,Dahisar
CenterSpread - 30 cm(H) x 52cm(W)"	Saturday	Andheri - Vile Parle - Santa Cruz	Andheri , Vile Parle , Santa Cruz



- Mumbai Edition

ADVERTISING RATES

Display/Financial	Rate per sqcm
Inquilab (Mumbai)	441

Tender and Notice	Rate per sqcm
Inquilab (Mumbai)	513

Political & Election Advertisements	Rate per sqcm
Inquilab (Mumbai)	720

Panels	Rate per Panel
Front Page	11,880
Back Page	10,800
Friday Magazine	6,480

Hot Property (Real Estate Section)	Rate per sqcm
Inquilab (Mumbai)	351

Page & Section Premiums	% of Premium on Display Rate
Premium for Ramzan Month	30%
Sky Bus	125%
Front Page	100%
Back Page	50%
Page 3	50%
Any Specific Page/Specific Section	10%



- North Editions

ADVERTISING RATES

Editions	Rate per sqcm
	B/W
Delhi	342
Meerut	243
Bareilly/Moradabad	243
Agra/ALIGARH	243
Lucknow	342
Kanpur	243
Allahabad	153
Varanasi	243
Gorakhpur	153
Muzaffarpur	153
Patna	288
Bhagalpur	153
All Edns - Inquilab North	2520
Color Premium : 25% Extra on BW	

Page & Section Premiums	% of Premium on Display Rate
Premium for Ramzan Month	30%
Sky Bus	125%
Front Page	100%
Back Page	50%
Page 3	50%
Any Specific Page / Specific Section	10%
Political & Election Advertisements	50%

	Classifieds Display	Classifieds Words
Editions	Rate per sqcm	Regular (upto 20 words)
Inquilab North - All Edns	198	1368
All Uttar Pradesh	135	900
All Bihar	81	540
All Uttar Pradesh + Bihar	153	1089
Any Single Edition	45	270

Maximum 35 words (extra word Rs 5 per word)

BIG BREAK (LOCAL / JOBS ABROAD)

mid-day		
Frequency	Duration	Rate per sqcm
Single	-	279
1 Paid + 1 Free	8 Days	387
1 Paid + 2 Free	15 Days	468

Gujarati mid-day		
Frequency	Duration	Rate per sqcm
Single	-	171
1 Paid + 1 Free	8 Days	261
1 Paid + 2 Free	15 Days	333

Inquilab		
Frequency	Duration	Rate per sqcm
Single	-	324
1 Paid + 1 Free	6 Days	423

GUIDELINES:

The above schemes are applicable for releases of any one client only
 Deadline to book the Ad is 4 pm one day prior to the date of release
 Minimum size of advertisements is 8 cm (W) x 4 cm (H) - 32 sqcm
 The width of the advertisements must be either 8 cm, 16 cm or 25 cm

CLASSIFIED DISPLAY RATES

Single Publication

Publications	Single Column	Double Column
mid-day AM / Sunday Mid Day	342	432
Gujarati mid-day	234	270
Inquilab (Mumbai)	171	234
mid-day PM	252	315

Combo Saver

Publications	Single Column	Double Column
mid-day / Sunday mid-day + Gujarati mid-day	513	576
mid-day / Sunday mid-day + Inquilab (Mumbai)	450	513
Gujarati mid-day + Inquilab (Mumbai)	333	432
mid-day / Sunday mid-day + Gujarati mid-day + Inquilab (Mumbai)	576	603
ADD ON PM EDITION With Any Combo	99	180

CLASSIFIED DISPLAY RATES

Schemes (Paid + Free)	Advertisement Consumption Period (Weeks)
2 + 1	2
5 + 3	5
10 + 6	13
16 + 10	17
31 + 21	26
46 + 32	39
60 + 44	47
115 + 93	52

Note :- Above Schemes are Applicable for Single & Combine Publications for single column ads only

SPECIAL CATEGORIES

Tender, Notice & Change of Name (No Schemes Applicable)

Single Publication	Single Column
mid-day / Sunday midday	126
Midday PM	72
Gujarati mid-day	90
Inquilab (Mumbai)	90

5 Languages

10 Titles

13 States

350+ Editions & Sub-edition

68 Million Readers



CLASSIFIED DISPLAY RATES

Combo Saver	Single Column
mid-day /Sunday midday + Gujarati mid-day / Inquilab (Mumbai)	198
mid-day/Sunday Midday + Gujarati mid-day + Inquilab (Mumbai)	207
ADD ON PM EDITION With Any Combo	45

SPECIAL CATEGORIES

Social Connect Advertisements (No Schemes Applicable)

Single Publication	Single Column
mid-day /Sunday Midday	333
Gujarati mid-day	162
mid-day PM	207

Combo Saver	Single Column
mid-day / Sunday mid-day + Gujarati mid-day	414
ADD ON PM EDITION With Any Combo	117

Tributes / Thanks Giving / Personal Advertisements. No Schemes Applicable	50% Discount on Card Rates
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mid-day Promotionals Ads for Agencies

Classifieds Display	40% Discount on Card Rates
Discounts are inclusive of Agency Commission	

CLASSIFIED LINEAGE RATES

Classifieds Lineage (Regular)

Publications	Regular (up to 15 words)	Per extra word
mid-day / Sunday midday	1314	54
Gujarati mid-day	513	36
Inquilab (Mumbai)	513	36
mid-day PM	918	45

Classifieds Lineage (Regular) Combo Saver

Publications	Regular (up to 15 words)	Per extra word
mid-day / Sunday mid-day + Gujarati mid-day / Inquilab (Mumbai)	1710	90
mid-day / Sunday mid-day + Gujarati mid-day + Inquilab (Mumbai)	1998	126
Gujarati mid-day + Inquilab (Mumbai)	945	72
ADD ON PM EDITION With Any Combo	513	36

Classifieds Lineage (Bold)

Publications	Regular (up to 15 words)	Per extra word
mid-day / Sunday Midday	1854	63
Gujarati mid-day	756	54
Inquilab (Mumbai)	756	54
mid-day PM	1188	54

CLASSIFIED LINEAGE RATES

Classifieds Lineage (Bold) Combo Saver

Publications	Regular (up to 15 words)	Per extra word
mid-day / Sunday mid-day + Gujarati mid-day / Inquilab (Mumbai)	2358	108
mid-day / Sunday mid-day + Gujarati mid-day + Inquilab (Mumbai)	2637	162
Gujarati mid-day + Inquilab (Mumbai)	1260	99
ADD ON PM EDITION With Any Combo	720	45

Big Break Classifieds (Lineage Schemes)

Publications	Schemes (Paid + Free)	Consumption period
mid-day / Sunday mid-day/midday PM	3 + 3	3 weeks
mid-day + Gujarati mid-day / Inquilab (Mumbai)/Midday PM	3 + 3	

Change of Name (Lineage)

Publications	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day / Sunday Midday + Gujarati mid-day/ Inquilab	693	27	765	36

No Schemes Applicable

Social Connect Classifieds Lineage (No Schemes Applicable)

Single Publications	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day / Sunday Midday	1233	72	1260	81
Gujarati mid-day	477	45	495	45
Midday PM	864	54	918	63

CLASSIFIED LINEAGE RATES

Social Connect Classifieds Lineage (No Schemes Applicable)

Combo Saver	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day / Sunday Midday + Gujarati mid-day	1440	108	1558	117
ADD ON PM EDITION With Any Combo	540	45	630	54

Mid-day Promotional Ads for Agencies

Classifieds Lineage	40% Discount on Card Rate
Discounts are inclusive of Agency Commission	

Applicable Premiums on Card Rate

Publications	Semi Display	Spot Color	All Caps	Tick Mark
mid-day / Sunday Midday	36%	27%	36%	108
Gujarati mid-day	-	-	-	54
midday PM	36%	27%	36%	108
Inquilab (Mumbai)	-	-	-	54

Unit: ₹



RATE CARD
Effective
18th April 2017

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Many rays.
One rising sun.



CPM RATES FOR JAGRAN GROUP WEBSITES W.E.F 1ST APRIL 2017

Ad Units Details	Jagran Josh	Jagran.com	Inextlive	Naidunia.com	mid-day	Onlymyhealth (OMH)	Jagran Network
	Youth & Education	Hindi News & Group Sites	Youth & Hinglish News	Hindi News	News & Entertainment	Health & Lifestyle	(Jagran.com+mid-day +inext+OMH+Josh)
Banner Ad 300X250	120	120	120	120	150	150	110
Banner Ad 728X90	100	120	120	120	100	125	100
Banner ROS	100	100	100	100	100	100	90
"Slider Ads"	120	120	120	120	120	120	108
Video Preroll	180	180	180	180	180	180	160
Video Banners 300X250	150	150	150	150	150	150	135
Roadblock Standard HP 1	NA	2.5 Lacs/per day	0.75 Lacs/per day	1.0 Lac/per day	1.0 Lac/per day	0.75 Lacs/per day	5.4 Lacs/day
Roadblock Standard HP 2	NA	3.0 Lacs/Per day	1 Lac/Per day	1.25 Lacs/Per day	1.25 Lacs/Per day	1 Lac/Per day	6.75 Lacs/Day
Roadblock Pagepusher HP1	NA	3.0 Lacs/per day	1 Lac/per day	1.25 Lacs/per day	1.25 Lacs/per day	1 Lac/per day	6.75 Lacs/Day
Roadblock Pagepusher HP2	NA	3.5 Lacs/Per day	1.25 Lacs/Per day	1.50 Lacs/Per day	1.50 Lacs/Per day	1.25 Lacs/Per day	8 Lacs/Day
Maximiser(Web+Mobile+App)							10 Lacs/Day
Overlay with Base Advt 600X400 settling to 300X250	180	180	180	180	180	180	160
Site Sync Format(Cost per View)	NA	10	NA	NA	10	10	NA
E-Mailers	0.50 per E-mail	0.50 per E-mail	0.50 per E-mail	0.50 per E-mail	0.50 per E-mail	0.50 per E-mail	0.50 per E-mail



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Many rays.
One rising sun.



MAXIMISER	EST IMPRESSIONS
Pagepusher Roadblock on Home+ROS Desktop	3.5 mn
Mobile 300X250, Interstitial & 320X50	5.5 mn
App 300X250, Interstitial & 320X50	1 mn
Total	10 mn

Note: Interstitial will be running on a frequency cap of 2/24

Terms & Conditions

- 1) All Prices are in Net INR
- 2) Service Tax of 15% would apply over the Net Cost of the campaign
- 3) RO in favour of Jagran Prakashan Ltd
- 4) NRI Inventory would be 50% extra
- 5) Any Targeting & Home Page 20% Extra
- 6) Payment within 30 Days of the Completion of the Campaign
- 7) Innovations - Cost on Call



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Many rays.
One rising sun.



CPM RATES FOR JAGRAN WAP & APP W.E.F 1ST APRIL 2017

Ad Units Details	Jagran Group Sites Wap	Jagran Group Sites App	Jagran Group SitesWap+App
	News & Multiple	News & Multiple	News & Multiple
300X250 First scroll or Solo	100	120	100
Interstitial Full Screen 320X480	150	180	150
Banner Ad 320X50	90	100	85
Video Preroll	180	200	170

Terms & Conditions

- 1) All Prices are in Net INR
- 2) Service Tax of 15% would apply over the Net Cost
- 3) RO in favour of Jagran Prakashan Ltd
- 4) Payment within 30 Days of the Completion of the Campaign
- 5) Innovations - Cost on Call



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RATES FOR JAGRAN NATIVE W.E.F 1ST APRIL 2017

	Hindi	English	Video	
Views(in PV's)	Investment(in INR)	Investment(in INR)	Video Views	Investment(in INR)
20000	160000	200000	5000	80000
30000	216000	270000	10000	144000
50000	320000	400000	20000	256000
75000	420000	525000	30000	336000
100000	480000	600000	40000	384000

Terms & Conditions

- 1) All Prices are in Net INR
- 2) Service Tax of 15% would apply over the Net Cost
- 3) RO in favour of Jagran Prakashan Ltd
- 4) Payment within 30 Days of the Completion of the Campaign