

ADVERTISEMENT RATES w.e.f FROM 1st APRIL, 2019					
Editions	Monday to Friday - Display Rates per sqcm in Rupees				
	B/W	Colour	Col - Front Page	Col - Page 3	Col - Back Page
Chennai	858	1716	3432	2145	2574
Coimbatore	230	460	920	575	690
Madurai	233	466	932	583	699
Trichy	230	460	920	575	690
Salem	164	328	656	410	492
Vellore	116	232	464	290	348
Tirunelveli	111	222	444	278	333
Nagercoil	89	178	356	223	267
Pondicherry	151	302	604	378	453
Bangalore	96	192	384	240	288
Mumbai	156	312	624	390	468
Delhi	110	220	440	275	330
All Edition	2332	4664	9328	5830	6996
TN + Pandy	2142	4284	8568	5355	6426
Editions	Saturday & Sunday - Display Rates per sqcm in Rupees.				
	B/W	Colour	Col - Front Page	Col - Page 3	Col - Back Page
Chennai	870	1740	3480	2175	2610
Coimbatore	233	466	932	583	699
Madurai	235	470	940	588	705
Trichy	233	466	932	583	699
Salem	166	332	664	415	498
Vellore	118	236	472	295	354
Tirunelveli	113	226	452	283	339
Nagercoil	92	184	368	230	276
Pondicherry	154	308	616	385	462
Bangalore	98	196	392	245	294
Mumbai	158	316	632	395	474
Delhi	112	224	448	280	336
All Edition	2337	4674	9348	5843	7011
TN + Pandy	2147	4294	8588	5368	6441

Dinakaran : Full Page Size - 51cms x 33cms. Jacket Size - 43cms x 33cms

Vasantham Magazine : Full page: 24cms (h) x 16.5cms (w) , Half Page : 12cms x 16.5cms

Kungumam : Bleed - 16.8 (h) x 13(w); Non Bleed - 15cms (h) x 11.5 (w)

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