



**ADVERTISEMENT RATES**  
EFFECTIVE FEBRUARY 01, 2020

# MEDIA MULTIPLIER



## DISPLAY / AUCTIONS/AFR-UFR

	Base Rate	Front Page Premium	Page 3 / Back page Premium	Page 5 Premium
Mint Delhi + Chd	800		200	175
Mint Mum + Pune	650		200	175
Mint Ahmedabad	225		100	90
Mint Kolkata	300		100	90
Mint Chennai	300		100	90
Mint Hyderabad	250		100	90
Mint Bangalore	350		100	90
Mint All	2400	1600	750	650
Mint ASIA	250		100	90
MINT ASIA + Mint All	2600	1600*	850	740

\* Not applicable for Mint Asia

## TENDERS/CONTRACTS/PUBLIC NOTICES/BOARD MEETING NOTICES/FINANCIAL NOTICES

Editions	B&W	Packages	B&W
MINT Del + Chd	765	ENGLISH +HINDI -ALL India Package <sup>1</sup>	10560
MINT Mum + Pune	645	HT ALL + Mint ALL	8309
MINT Ahd	266	Mint ALL + Mint Asia	2160
MINT West (Mum+Pune+Ahd)	595	HTD (Metro) + HHD + MINTD	4545
MINT Kol	295	HTD (Metro +UPC) + HHD + MINTD	4969
MINT Chn	303	STAR PACKAGE-HT (DEL +CHD) + MINT (DEL + CHD*) + HH (Delhi, NCR)	4785
MINT Hyd	202	HH (Bihar+Jharkhand)+HT^ (Bihar+Jharkhand)	5610
MINT Blr	295	HH (UP+UT)+ HT^^ (CE.UP)	8030
MINT South (Blr + Chn + Hyd)	535	HT ( D,M,C )+ HHD+ MINT (D,M)	6985
Mint Asia	266		

Tender/Public Notice : Colour rates @ 10% premium

<sup>1</sup> HT All + MINT All + HH All  
<sup>2</sup> HT All + MINT (Ahd + Blr + Chn + Hyd + Kol)

HT=Hindustan Times, HH=Hindi Hindustan Chd=Chandigarh, Mum=Mumbai Blr=Bangalore, Kol=Kolkata Chn=Chennai, Hyd=Hyderabad, Ahd=A Ahmedabad, Any guaranteed ads for Sports/ Business Desk shall be charged 10% premium over (Base rate + All applicable premium)

### Mint Asia Advertising Timelines

Booking: Preceding Saturday from publish date

Material: Preceding Tuesday (12 P.M. IST) from publish date

~ MINT weekly product printed and distributed in Singapore

All rates in Rs. per Sq. cm.

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