

Box charges (extra)

₹ 75 including cost of posting reply

COLOUR ADVERTISEMENT

Display - Inside page	₹ 160 per sq.cm
Front page	₹ 240 per sq.cm
Back / 3 rd page	₹ 200 per sq.cm
Specific page (other than front, back & 3 rd page)	₹ 180 per sq.cm
Inside Full page	₹ 2,71,920
Front Full page (below masthead)	₹ 3,56,400
Back / 3 rd Full page	₹ 3,39,900
Inside Half page	₹ 1,36,000
Front Half page	₹ 1,78,200
Back / 3 rd Half page	₹ 1,70,000
* Cinema	₹ 80 per sq.cm
Box charges (extra)	₹ 75 including cost of posting reply

* This rate is applicable only to advertisements released **directly** by single screen theaters. Advertisements published in front page, back page, 3rd page & specific page will be charged at **commercial rate**.

SOLUS ADVERTISEMENT

BLACK & WHITE

Front page	Min. size: 400 sq.cms Max size: 740 sq.cms	₹ 375 per sq.cm
Other page	Fixed size: 850 sq.cms	₹ 300 per sq.cm

COLOUR

Front page	Min. size: 400 sq.cms Max size: 740 sq.cms	₹ 525 per sq.cm
Other page	Fixed size: 850 sq.cms	₹ 450 per sq.cm

JACKET ADVERTISEMENT

BLACK & WHITE

Cover Jacket	Full Front page (below masthead) + Full Last page.	₹ 3,31,000
Half Jacket	Full Front page (below masthead) + Full Second page.	₹ 2,80,000
Full Jacket	Full Front page (below masthead) + Full Second page + Full Last but One page + Full Last page.	₹ 5,35,000

COLOUR

Cover Jacket	Full Front page (below masthead) + Full Last page.	₹ 4,20,000
Half Jacket	Full Front page (below masthead) + Full Second page.	₹ 3,75,000
Full Jacket	Full Front page (below masthead) + Full Second page + Full Last but One page + Full Last page.	₹ 7,40,000

SKYBUS ADVERTISEMENT

BLACK & WHITE

Front page	₹ 320 per sq.cm
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COLOUR

Front page	₹ 480 per sq.cm
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PAGE DIMENSIONS:

FRONT PAGE

45cm (height) X 33cm (width) = 1485 sq.cm (total print area)