

# Punjab Kesari Group

## ADVERTISING RATES

Revision of Advertisement Rates w.e.f. 1st January, 2018

DISP L A Y

INDIVIDUAL RATES	B&W	Colour
	Per sq. cm. (Rs.)	Per sq. cm. (Rs.)
<b>Publication</b>		
<b>Punjab Kesari (Hindi)</b> (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu)	1600	2200
<b>Jag Bani (Punjabi)</b> (Jalandhar+Ludhiana+Chandigarh)	600	900
<b>Navodaya Times (Hindi)</b> (New Delhi)	250	350
<b>Hind Samachar (Urdu)</b> (Jalandhar+Chandigarh+Jammu)	150	200
<b>COMBINED RATES (all editions)</b>		
Punjab Kesari +Jag Bani +Navodaya Times + Hind Samachar	2000	2750
Punjab Kesari +Jag Bani +Navodaya Times	1900	2650
Punjab Kesari +Jag Bani	1800	2500
<b>PREMIA</b>		
<ul style="list-style-type: none"> <li>125% Extra for : Front Page (Solas) COLOUR, (MINIMUM SIZE 400sqcm), Island Position.</li> <li>100% Extra for : Front Page (Semi-Solas) COLOUR.</li> <li>75% Extra for : Page 3, Back Page, Innovative Ads.</li> <li>25% Extra for : Specified Page or Position.</li> <li>50% Surcharge on Black News Print (Colour Ad. Only).</li> <li>Box Service Charges for each advertisement/combination : Rs. 50/-</li> </ul>		
<b>Classified Display (Only in Colour in Single Column)</b>		
<ul style="list-style-type: none"> <li>Punjab Kesari (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu)</li> <li>Punjab Kesari (Jalandhar+Ludhiana)</li> <li>Punjab Kesari (Jalandhar+Ludhiana+Chandigarh)</li> <li>Punjab Kesari (Chandigarh+Hisar+Panipat)</li> <li>Jag Bani (Jalandhar+Ludhiana+Chandigarh)</li> <li>Punjab Kesari (Jammu)</li> <li>Punjab Kesari (Himachal)</li> <li>Navodaya Times (Delhi NCR) (5x8)</li> </ul>		
<b>Discontinued Rates for Obituary Ads</b>	<b>B&amp;W</b> Per sq. cm. (Rs.)	<b>Colour</b> Per sq. cm. (Rs.)
<ul style="list-style-type: none"> <li>Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu)</li> <li>Navodaya Times (Delhi NCR)</li> <li>Punjab Kesari (Jalandhar + Ludhiana)</li> <li>Punjab Kesari (Jalandhar + Ludhiana + Chandigarh)</li> <li>Punjab Kesari (Chandigarh + Panipat + Hisar)</li> <li>Punjab Kesari (Palampur)</li> <li>Punjab Kesari (Jammu)</li> <li>Jag Bani (Jalandhar + Ludhiana + Chandigarh)</li> <li>Jag Bani Front Page (Jalandhar + Ludhiana + Chandigarh)</li> <li>Hind Samachar (Jalandhar + Chandigarh + Jammu)</li> <li>Hind Samachar (Jalandhar + Chandigarh)</li> <li>Hind Samachar (Jammu)</li> </ul>	<ul style="list-style-type: none"> <li>750</li> <li>100</li> <li>500</li> <li>550</li> <li>175</li> <li>100</li> <li>60</li> <li>225</li> <li>400</li> <li>65</li> <li>40</li> <li>40</li> </ul>	<ul style="list-style-type: none"> <li>1100</li> <li>125</li> <li>700</li> <li>750</li> <li>250</li> <li>140</li> <li>75</li> <li>250</li> <li>550</li> <li>80</li> <li>85</li> <li>50</li> </ul>

# Punjab Kesari Group

Revision of Advertisement Rates w.e.f. 1st January 2018

DISP L A Y

STATE WISE RATES	B&W	Colour
	Per Sq. Cm. Rs.	Per Sq. Cm. Rs.
<b>INDIVIDUAL RATES</b>		
<b>Punjab</b>	1100	1600
<b>Haryana</b>	770	990
<b>Chandigarh</b>	330	390
<b>Himachal</b>	350	580
<b>Jammu &amp; Kashmir</b>	220	280
<b>Uttarakhand</b>	80	90
<b>Rajasthan</b>	80	90
<b>COMBINED STATE RATES</b>		
<b>PK-Punjab+Chandigarh</b>	1200	1700
<b>PK+JB-PUNJAB+Chandigarh</b>	1400	2000
<b>PK-Punjab+Haryana+Chandigarh</b>	1380	1900
<b>PK-Haryana+Chandigarh</b>	870	1090
<b>PK+JB-PUNJAB+Haryana+Chandigarh</b>	1580	2200
<b>PK-Punjab+Himachal+Chandigarh</b>	1300	1800
<b>PK-Himachal+Chandigarh</b>	450	680
<b>PK-Haryana+Himachal</b>	1050	1250
<b>PK-Punjab+Himachal+J&amp;K</b>	1300	1800
<b>PK-Punjab+J&amp;K</b>	1200	1700

# ਪੰਜਾਬ ਕੇਸਰੀ

DISTRICT EDITION RATES ARE APPLICABLE / AVAILABLE ONLY FOR:

- (A) RETAIL ADVERTISER (B) SALES ADS
- (C) LOCAL BUSINESSES (D) OBITUARIES
- (E) LOCAL EVENTS/ FELICITATION

w.e.f. July 1, 2018

## PUNJAB DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

District Editions	Page (I)	Page (III & IV)	Page (II)
Jalandhar kesari	300	240	200
Ludhiana kesari	400	275	230
Amritsar kesari	300	240	200
Patiala kesari	215	165	130
Hoshiarpur kesari	215	165	130
Gurdaspur kesari	130	100	80
Ropar-Nawanshahar kesari	215	165	130
Kapurthala kesari	175	140	115
Bhatinda- Mansa kesari	175	140	115
Sangrur- Barnala kesari	175	140	115
Moga kesari	175	140	115
Ferozepur-Fazilka kesari	175	140	115
Faridkot-Muksar kesari	175	140	115
Chandigarh Kesari	130	90	90
Khanna Kesari	155	125	110
Pathankot kesari	130	100	80

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only\*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card rate.

Zone Rates:- 2nd edition not applicable in these Zone rates

Zone	FRONT PAGE	INSIDE PAGE
<b>Doaba Zone</b> (Jalandhar, Kapurthala, Hoshiarpur, Ropar-Nawanshahar Kesari)	550	420
<b>Majha Zone</b> (Amritsar, Tarn Taran, Gurdaspur, Pathankot Kesari)	400	300
<b>Malwa Zone 1</b> (Bhatinda- Mansa, Sangrur- Barnala, Moga, Ferozepur-Fazilka, Faridkot-Muksar kesari)	550	420
<b>Malwa Zone 2</b> (Ludhiana, Patiala, Khanna kesari)	540	385
<b>Chandigarh Golden Zone</b> (Chandigarh, Patiala, Ropar, Ambala, Shimla, Solan Sirmour Kesari)	400	300

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w.e.f. July 1, 2018e

## HARYANA DISPLAY

Size - Per sq. cm & Rate - INR

District Editions	FRONT PAGE	INSIDE PAGE
Mahendargarh-Rewari	100	90
Ambala	180	105
Panipat	170	105
Karnal	170	105
Rohtak	125	95
Sonipat	130	90
Hissar	130	90
Sirsa	170	105
Yamunanagar	170	105
Jind	125	95
Gurgaon	125	95
Faridabad	125	95
Fatehabad	125	95
Bhiwani	100	90
Kurukshetra	170	105
Kaithal	130	105
Chandigarh	130	90
<b>ENTIRE HARYANA</b>	<b>1320</b>	<b>870</b>

Ambala Zone	FRONT PAGE	INSIDE PAGE
(Ambala, Yamunanagar, Kurukshetra, Kaithal)	500	385
<b>Hisar Zone</b> (Hisar, Sirsa, Fatehabad, Jind, Bhiwani, Rewari, Mahendargarh)	400	310
<b>Panipat Zone</b> (Panipat, Karnal, Sonipat, Rohtak, Gurgaon, Faridabad)	400	320
<b>Ambala Zone+Hisar Zone</b>	715	520
<b>Ambala Zone+Panipat Zone</b>	715	520
<b>Panipat Zone+Hisar Zone</b>	680	470
Special schemes: 2+1 (Consumption Period One Month), 3+2 & 5+4 (Consumption Period Two Month) For District Edition		
<b>NOTE:- 100% EXTRAPREMIUM FOR ISLAND POSITION</b>		

# ਸ਼ਰ ਘਈ

DISTRICT EDITION RATES ARE APPLICABLE / AVAILABLE ONLY FOR:

- (A) RETAIL ADVERTISER (B) SALES ADS
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- (E) LOCAL EVENTS/ FELICITATION

w.e.f. July 1, 2018

## PUNJAB DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

District Editions	Page (I)	Page (III & IV)	Page (II)
Jalandhar Bani	200	165	150
Ludhiana Bani	215	175	150
Amritsar Bani	200	165	150
Patiala Bani	200	165	130
Hoshiarpur Bani	165	130	120
Gurdaspur Bani	165	130	120
Ropar-Nawanshahar Bani	150	120	105
Kapurthala Bani	150	120	105
Bhatinda- Mansa Bani	130	110	105
Sangrur- Barnala Bani	130	110	105
Moga Bani	130	110	105
Ferozepur-Fazilka Bani	130	110	105
Faridkot-Muksar Bani	130	110	105
Chandigarh Bani	150	130	120
Khanna Bani	115	105	100

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only\*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card rate.

Zone Rates:- 2nd edition not applicable in these Zone rates

Zone	FRONT PAGE	INSIDE PAGE
<b>Doaba Zone</b> (Jalandhar, Kapurthala, Hoshiarpur, Ropar-Nawanshahar Bani)	400	320
<b>Majha Zone</b> (Amritsar, Tarn Taran, Gurdaspur, Pathankot Bani)	260	200
<b>Malwa Zone 1</b> (Bhatinda- Mansa, Sangrur- Barnala, Moga, Ferozepur-Fazilka, Faridkot-Muksar Bani)	410	330
<b>Malwa Zone 2</b> (Ludhiana, Patiala, Khanna Bani)	400	300

# ਪੰਜਾਬ ਕੇਸਰੀ ਸ਼ਰ ਘਈ

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w.e.f. July 1, 2018

## LOCAL COMBO DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

EDITION	Page (I)	Page (III & IV)	Page (II)
Jalandhar kesari +Bani	400	335	280
Ludhiana kesari +Bani	500	370	315
Amritsar kesari +Bani	400	335	280
Patiala kesari +Bani	320	260	220
Hoshiarpur kesari +Bani	300	235	200
Gurdaspur kesari +Bani	240	190	150
Ropar-Nawanshahar kesari +Bani	300	250	210
Kapurthala kesari +Bani	280	220	190
Bhatinda- Mansa kesari +Bani	240	200	170
Sangrur- Barnala kesari +Bani	240	200	170
Moga kesari +Bani	240	200	170
Ferozepur-Fazilka kesari +Bani	240	200	170
Faridkot-Muksar kesari +Bani	240	200	170
Chandigarh Kesari +Bani	240	200	170
Khanna Kesari +Bani	210	180	170
Gurdaspur Kesari+Pathankot Kesari + Gurdaspur bani	330	265	215

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only\*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card rate.

Zone Rates:- 2nd edition not applicable in these Zone rates

Zone	FRONT PAGE	INSIDE PAGE
<b>Doaba Zone</b> (Jalandhar, Kapurthala, Hoshiarpur, Ropar-Nawanshahar Kesari+Bani)	800	660
<b>Majha Zone</b> (Amritsar, Tarn Taran, Gurdaspur, Pathankot Kesari+Bani)	610	500
<b>Malwa Zone 1</b> (Bhatinda- Mansa, Sangrur- Barnala, Moga, Ferozepur-Fazilka, Faridkot-Muksar kesari+Bani)	660	520
<b>Malwa Zone 2</b> (Ludhiana, Patiala, Khanna kesari+Bani)	725	550

# PUNJAB KESARI GROUP

## Market Watch Rate for Punjab

Special Flat Rates for Local Market Watch For Below Mentioned size only page III in Kesari and Bani under packages of 2+1, 3+2, 5+4 (consumption period 1 month) w.e.f. Nov 1, 2016

DISTRICT EDITIONS	KESARI		BANI		COMBINED	
	Size 5x3	Size 10x3	Size 5x3	Size 10x3	Size 5x3	Size 10x3
Jalandhar kesari	880	1760	650	1300	1265	2530
Ludhiana kesari	990	1980	650	1300	1265	2530
Amritsar kesari	550	1100	550	1100	990	1980
Patiala kesari	495	990	495	990	880	1760
Hoshiarpur kesari	495	990	495	990	880	1760
Gurdaspur kesari	330	660	550	1100	880	1760
Ropar-Nawanshahar Kesari	495	990	495	990	880	1760
Kapurthala Kesari	495	990	495	990	880	1760
Jalandhar + Kapurthala kesari	990	1980	990	1980	1650	3300
Bhatinda- Mansa Kesari	495	990	495	990	880	1760
Sangrur- Barnala Kesari	495	990	495	990	880	1760
Moga Kesari	495	990	495	990	880	1760
Ferozepur-Fazilka Kesari	495	990	495	990	880	1760
Khanna Kesari	440	880	440	880	770	1540
Faridkot-Muksar Kesari	495	990	495	990	880	1760
Pathankot Kesari	330	660	440	880	770	1540
Gurdaspur + Pathankot kesari	550	1100	1100	2200	1870	3740
Amritsar+Gurdaspur +Pathankot kesari	+		Amritsar+Gurdaspur Bani		1610	3220

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w.e.f. July 1, 2018

## HIMACHAL DISPLAY

Size - Per sq. cm & Rate - INR

District Editions	FRONT PAGE	INSIDE PAGE
Kangra	100	70
Una	100	70
Chamba	70	50
Mandi	65	40
Kullu	45	30
Bilaspur	70	50
Hamirpur	80	70
Solan-Sirmaur	85	60
Shimla	70	45
<b>Entire Himachal Local</b>	<b>530</b>	<b>370</b>
<b>Combination</b>	<b>FRONT PAGE</b>	<b>INSIDE PAGE</b>
Kangra + Chamba	125	90
Kangra+Chamba+Mandi-Kullu	200	140
Mandi + Kullu + Bilaspur	120	90
Una + Hamirpur	130	100
Una + Hamirpur +Kangra	200	145
Una + Hamirpur + Mandi + kullu	200	145
Solan-Sirmour +Shimla	120	80
Mandi + Kullu	90	65
<b>Obituary RATES ₹ 600 for 5cmx8cm in single edition</b>		
Special Schemes: 2+1 (consumption period one month),		