

# DELIVERING MAHARASHTRA

RATE CARD EFFECTIVE 1<sup>st</sup> April 2020

## DISPLAY    Print - Dailies Rates (per. sq. cm.)

MARKET	PUBLICATIONS	MAIN ISSUE		TODAY	
		B&W	COL.	B&W	COL.
PUNE	SAKAL	1800	3600	1500	3000
MUMBAI	SAKAL	330	660	260	520
KOLHAPUR	SAKAL	525	1050	450	900
NASHIK	SAKAL	275	550	220	440
AURANGABAD	SAKAL	400	800	325	650
SOLAPUR	SAKAL	110	220	80	160
NAGPUR	SAKAL	225	450	175	350
JALGAON	SAKAL	200	400	175	350
SATARA	SAKAL	140	280	120	240
BELGAUM	SAKAL	75	150	55	110
NANDED	SAKAL	100	200	75	150
AKOLA	SAKAL	100	200	75	150
GOA	GOMANTAK	200	400	140	280
MAHARASHTRA	SAKAL ALL	2600	5200	2200	4400
	AGROWON ALL	840	1260	-	-
	SAKAL ALL + AGROWON ALL	2900	5800	2500	5000
MAHARASHTRA & GOA	SAKAL ALL + GOMANTAK	2800	5600	2400	4800
	SAKAL ALL + AGROWON ALL + GOMANTAK	3100	6200	2600	5200

RECKNOR: \* Any front page advertisement cancellation / shifting received within less than 2 days from the schedule date of insertion will attract a 50% cancellation charge. Bills would be automatically raised by the system on the basis of the release order incase the cancellation and or the material is not received within the deadline specified. \* Width of a column is calculated as 4 cms and multiples thereof. \*Minimum size of an advertisement is 4 cms (W) X 5 cms (H).\* The above rates are applicable for Display / Notices / Financial Advertisements. No two runs (Main & Today) can be clubbed.

## PREMIUMS POSITIONS

POSITIONS	MAIN	TODAY
FRONT PAGE (SOLUS)	150%	----
FRONT PAGE (SEMI SOLUS)	100%	100%
SKY BUS	50%	50%
BACK PAGE OR PAGE 3	50%	50%
SPECIFIC PAGE OTHER THAN THE ABOVE PAGES.	25%	25%
SPECIFIED POSITION	15%	15%
POLITICAL ADVERTISEMENT	125%	125%

## SPECIAL DISCOUNTS

CATEGORY	DISCOUNTS
CHARITABLE TRUST	25%
OBITUARY / MISSING	25%
LEGAL NOTICES	35%
BOOKS (SAPTARANG)	50%
FINANCIAL (UFR / AFR)	50%
TENDER & PUBLIC NOTICE	35%

Premiums & Discounts are on applicable rates

## DIGITAL - PREMIUM INVENTORY - [esakal.com](#)

AD TYPE	DIMENSIONS	IMPRESSIONS	CARD RATE
Top Leader Board	728*90 pxl	20%	Rs. 85000
Bottom Leader Board	728*90 pxl	20%	Rs. 22000
Right Rectangle	300*250 pxl	20%	Rs. 90000
Expandable Right Rectangle	300*250 pxl	20%	Rs. 95000
On Expansion	600*250 pxl		

## DIGITAL - SCROLL WISE - [esakal.com](#)

AD TYPE	DIMENSIONS	IMPRESSIONS	CARD RATE
2nd Scroll- Rectangle	300*250 pxl	20%	Rs. 70000
3rd Scroll- Rectangle	300*250 pxl	50%	Rs. 42500
4th Scroll - Rectangle	300*250 pxl	50%	Rs. 38500

## DIGITAL - INNOVATIONS - [esakal.com](#)

SECTION	AD UNIT	SIZE	COST(PER DAY)
Home Page	Shoskele / Site Capture	600*450 pxl	Rs. 25000
Home Page	Skinning	160*600 pxl	Rs. 25000
Home Page	Road Block	All sizes	Rs. 150000
AD TYPE	DIMENSIONS	IMPRESSIONS	BASE PRICE per month
Mobile Inventory: M.Esakal	320*50 pxl	50%	Rs. 27500
Top Leader Board			
Text Advt below detailed news	1000*50 pxl	All	Rs. 27500

## DIGITAL - CPM RATES - [esakal.com](#)

POSITION	AD TYPE	DIMENSIONS	CARD RATE
Premium	Top LeaderBoard / NorthBoard	728 x 90	Rs. 150 CPM
Premium	Right Rectangle	300 x 250	Rs. 150 CPM
Second Scroll	Rectangle (Home Page Only)	300 x 250	Rs. 100 CPM
Third Scroll	Rectangle (Home Page Only)	300 x 250	Rs. 80 CPM
Home Page	Site Capture	600 x 450	Rs. 125 CPM
Home Page	Skinning	160 x 600	Rs. 125 CPM

## MECHANICAL DATA

PUBLICATIONS	MARKETS	PRINTS AREA
Sakal	Pune, Mumbai, Kolhapur, Nashik, Aurangabad, Solapur, Nagpur, Satara, Jalgaon, Belgaum, Nanded & Akola.	32.7 cms (w) x 52 cms (h)
Gomantak	Goa	32.7 cms (w) x 52 cms (h)
Agrowon	Pune, Kolhapur, Aurangabad, Nagpur, Satara, Mumbai, Nashik, Solapur & Jalgaon	Full Page 25cms(w) x 31cms (h) Pointer 5 cms(w) x 6 cms (h)
Magazines	Full page bleed	20(w) x 26 (h)
	Full Page (Printed area)	17.5 (w) x 24 (h)
	Half Page (Horizontal)	17.5 (w) X 12 (h)
	Half Page (Vertical)	8.75 (w) X 24 (h)
	Quarter Page	8.75 (w) X 12 (h)
	Centre Spread (Bleed)	40(w) X 26(h)
	Centre Spread (non Bleed)	35.5 (W) X 24(h)
	Strip Advertisement	17.5 (w) X 5 (h)

## JOBS    ( Appointments ) (per. sq. cm.)

MARKET	PUBLICATIONS	MAIN ISSUE	
		B&W	COL.
PUNE	SAKAL	700	800
MUMBAI	SAKAL	90	110
KOLHAPUR	SAKAL	160	210
NASHIK	SAKAL	110	130
AURANGABAD	SAKAL	125	150
SOLAPUR	SAKAL	45	55
NAGPUR	SAKAL	75	100
JALGAON	SAKAL	80	105
SATARA	SAKAL	45	55
BELGAUM	SAKAL	35	45
NANDED	SAKAL	50	75
AKOLA	SAKAL	30	50
MAHARASHTRA	SAKAL ALL	870	980
GOA	GOMANTAK	160	240

RECKONER: “Job @ ” is a special recruitment section distributed along with Sakal Times on Thursday & Sakaal Pune on Tuesday. I For Color appointment advertisement in all editions excluding Job @ a week’s advance booking is a pre-requisite. I Specified Positions for Job@ advertisements: Back page / any specified page / position premium applicable will be 10%. I Material deadline 3 working days prior to date of publication before 6 pm. I Job advertisements in main issue would attract display rates. I For Jobs @ the materials need to reach us on the previous Friday by 4 p.m. I In case Jobs @ is minimum size of ad should be 2 columns (2 columns width is 8 cms) & in multiples thereof. I Ads above 43 cms will be charged for 52 cms.

## AGROWON    (per. sq. cm.)

MARKET	PUBLICATIONS	B&W	COL.
PUNE (PUNE/MUMBAI/ NAGAR/ SATARA)	AGROWON	320	480
KOLHAPUR	AGROWON	210	315
NASHIK	AGROWON	220	330
AURANGABAD	AGROWON	200	300
SOLAPUR	AGROWON	90	135
NAGPUR	AGROWON	180	270
JALGAON	AGROWON	140	210
ALL EDITIONS	AGROWON	840	1260

AGROWON PREMIUMS ON COL. RATES :

FRONT PAGE - 25% , BACK PAGE OR PAGE 3 - 15% , FEATURE PAGE- 50% , POINTER - 35%

## DIGITAL MATERIAL SPECIFICATION

File Format	Uncompressed and generic EPS or Composite PDF
Resolution	EPS or Composite PDF
Creation	EPS or Composite PDF with PP

## EDITION MARKETS COVERED

Pune	Pune City, Pimpri-Chinchwad . Pune District & Ahmednagar District.
Mumbai	Mumbia Navi Mumbai, Thane City & Disctrict, Raigad District.
Kolhapur	Kolhapur city & District, Sangli, Ratnagiri, Sindhudurga District, Karnataka.
Nashik	Nashik city & District.
Aurangabad	Aurangabad, Latur, Osmanabad, Beed, Jalana.
Solapur	Solapur City & District.
Nagpur	Nagpur City & District, Amaravati, Yavatmal, Wardha, Bhandara, Chandrapur, Gadchiroli, Gondiya districts.
Satara	Satara City & District.
Jalgaon	Jalgaon, Dhule & Nandurbar.
Belgaum	Belgaum City & District, Hubli & Dharwad.
Nanded	Nanded, Parbhani & Hingoli districts.
Akola	Akola , Buldhana & Washim.
Goa	South Goa, North Goa.

## MATERIAL SPECIFICATION

ADVT TYPE	Material in Digital Format	Deadline [Days in Advance]		
		SCREEN	DAILY	MAGZINES
B&W Ads SNP	EPS or Composite PDF	65 LPI	3	14
Color Ads SNP	EPS or Composite PDF	85 LPI	3	14
Color Ads GNP	EPS or Composite PDF	133 LPI	15	21

APPOINTMENT ADS	FAMILY DOCTOR	SAPTARANG & BALMITRA (6 COL.)
W cms x H cms	W cms x H cms	W cms x H cms
8 x 5 min.	Full Page 14.70 x 23.30	Full Page 25 x 31
Multiples of 8 cms. in width	Half Page 14.70 x 12	Half Page 25 x 15
	Quater Page 7x 12	Quater Page 12 x 15
	Strip 14.70 x 5.50	Strip 25 x 5
Total Height 52 cms	Total Height 23.30 cms.	Single Col. 4 cms(w) Total Height 30 cms.

## CONTACT FOR ADVERTISEMENT

**SAKAL MEDIA GROUP:**  
**HEAD OFFICE – 020-24405500,**  
**CORPORATE OFFICE : 020- 25612100**  
**NATIONAL : NEW DELHI : 011-23325512,**  
**BENGALURU: 080-25320144, MUMBAI : 022-24104572.**

## MAGAZINES    (Colour Rates)

PUBLICATIONS	SAPTAHIK SAKAL (WK)	TANISHKA (MT)	PREMIER (MT)
POSITION			
BACK COVER	99000	99000	72000
INSIDE COVER	88000	88000	55000
FULL PAGE	66000	66000	33000
HALF PAGE	50000	44000	28000
QUARTER PAGE	39600	33000	22000
STRIP	30000	25000	17000

## POINTERS    (Colour Rates - per pointer) (Size- 4w x 5h)

MARKET	PUBLICATIONS	MAIN ISSUE	TODAY
		COL.	COL.
PUNE	SAKAL	66000	60000
MUMBAI	SAKAL	6000	5000
KOLHAPUR	SAKAL	14000	11000
NASHIK	SAKAL	6500	5500
AURANGABAD	SAKAL	5500	4500
SOLAPUR	SAKAL	2250	1150
NAGPUR	SAKAL	5000	4000
JALGAON	SAKAL	4750	2750
SATARA	SAKAL	4250	3250
BELGAUM	SAKAL	2750	2200
NANDED	SAKAL	3000	2500
AKOLA	SAKAL	2000	1500
MAHARASHTRA	SAKAL ALL	85000	75000
GOA	GOMANTAK	6000	5000

## WEEKLY SPECIALS

PUBLICATIONS	SAPTARANG	FAMILY DOCTOR	BALMITRA
POSITION			
FULL PAGE	726000	675000	475000
HALF PAGE	363000	340000	250000
QUARTER PAGE	290000	250000	175000
STRIP	235000	250000	155000

RECKONER: Above rates are for single insertion. 30% col. premium. All weeklies are circulated with Sakal editions. Family Doctor is circulated on Friday. Saptarang and Balmitra on Sunday.

**Guidelines :** ● Premiums / Discounts will be applied on the applicable rates. ● No particular position or page is gauranteed unless premium is paid for the same ● Every precaution will be taken to ensure that competative advertisements are not published on the same page . However no gaurantee can be given to that effect. No claims would be entertained for discounting / make good incase competitive advertisements appear on same or facing pages. ● Cancellation charges of 25 % applicable on Front Page booked advertisements. ● Where ever premiums and discounts are applicable in a single buy, the net payable amount will be calculated as the difference between the two i.e. Premium and discount. ● All insertions (dates & edition/publication) should be mentioned in one release order to avail of the rate benefit. ● Package / Multiple combination of publication & their edition rate is applicable if the same advertisement material (with same size, matter, product, services) is released by single client, in one release order in respective publications / editions. ● There are pre determined break ups of allocations to publications/ editions within the power packages which will be used in case of refunds. ● No cancellation of publications/editions will be allowed within packages. ● Advertisers have the flexibility of not placing their ads in certain additions of a selected package. However, the entire package rate will be charged. ● All publications taken in the package have to be published within 15 days of date of first insertion. ● Size of advertisement should be in full cm only [i.e. width x height in full cms] ● Release order should mention height x width. I Column per page : 8 (for Display ads) ● Width of a column is calculated as 4 cms and multiples thereof. I Display advertisements above 47 cms in height will be charged for 52 cms. ● Height of advertisement will be taken as a whole number for billing purposes. A fraction of a cm measuring 0.5 cms or more will be treated as 1 [One] Cm. ● Minimum size of an advertisement is 4 cms [ W ] X 5 cms [ H ] ● All release orders have to reach us by 10 a.m. for the advertisements to be published on the following day ● Advertisement materials must accompany the release order. ● Any front page advertisement cancellation / shifting received within less than 2 days from the schedule date will attract a 50 % charge. Bills would be automatically raised by the system on the basis of the release order incase the cancellation and or the material is not received within the deadline specified. ● Panorama Centre Spread width = 67.8 cms. I PP = Progressive Proof for colour advertisement is must.

Terms and Conditions : ● The publication will not accept any responsibility for the content or any schedule change / mistakes etc that may occur in the publication / reproduction. The liability is limited in case of verified claim to the extent on the cost of the original advertisement. ● All possible care will be taken to ensure proper reproduction . However the publication will not be responsible for improper printing due to defective material. ● The publication will strive to publish all the advertisements on agreed scheduled dates, however it reserves the rights to change the same with intimation. ● The right to accept, decline, change and modify the advertisement position rests with the publication. The right to decline and cancel any advertising due to default in payment rests with us. ● All rates and governing conditions thereof may be revised without any prior intimation. ● Levies and Taxes imposed from time to time by the government or authorities will be borne by the advertiser as and when such case arises. ● The publication house will not be held responsible for any condition or rule that may be in conflict with our interests or published tariff card.

These governing condition stand applicable for all contracts and agreements that may be entered into with individual parties / corporates etc. ● Advertisement rates that are in force on the date of publication will be applicable irrespective of advance booking and we are not liable for any incorrect rates that may be mentioned in the release instruction / release order. ● No advance bookings will be accepted beyond stipulates deadline and any refund / free make good request will be entertained beyond the stipulated deadlines in this rate card. I Any variation in size not intimated, will not be accepted besides the dealer panels which are subject to change. ● All overseas / international recruitment advertisement must carry the necessary registration / license number of the agency concerned. ● Blank rate columns in release orders and incorrect rates mentioned in the release order will be published as per applicable rates. ● Tear sheets / voucher copies will be given on request only within 30 days of publication. ● Advertisement materials will be retained with us for a maximum period of one month and we do not accept any responsibility if it is not collected within this period. ● FIR/ Death certificates are mandatory for Missing person/Obituary advertisements and the right to reject them without suitable documentation rests with the publication. ● Any complaints that may arise in reproduction etc must be brought to our notice within 7 days of publication beyond which they will not be entertained. Liability of the publication in a genuine error is limited to the cost of the original advertisement or a free make good as the case may be. ● All advance bookings of premium positions including innovative/ solus advertisements must be reconfirmed 36 hours in advance else they may be cancelled at our discretion. ● All advertisement material must comply with our acceptance guideline and specifications laid down. No complaints with respect to this will be entertained in case of deviation in publications specifications. ● Paper used : Standard Newsprint Printing process : Cold set web offset. ● Advertisement that is accepted by the Publication /s is accepted only on the explicit condition that it complies with out internal and the laws of the State / Country.