

## COLOUR ADVERTISEMENT

Display - Inside page	₹ 160 per sq.cm
Front page	₹ 320 per sq.cm
Back / 3 <sup>rd</sup> page	₹ 200 per sq.cm
Specific page ( other than front, back & 3 <sup>rd</sup> page )	₹ 180 per sq.cm
Inside Full page	₹ 1,45,040
Front Full page ( below masthead )	₹ 2,43,040
Back / 3 <sup>rd</sup> Full page	₹ 1,81,300
Inside Half page	₹ 72,520
Front Half page	₹ 1,21,600
Back / 3 <sup>rd</sup> Half page	₹ 90,650
*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, 3<sup>rd</sup> page & specific page will be charged at **commercial rate**.

## STAR OF MYSORE

### SOLUS ADVERTISEMENT

#### BLACK & WHITE

Front page	Min size: 240 sq.cms Max size: 380 sq.cms	₹ 450 per sq.cm
Other page	Fixed size: 450 sq.cms	₹ 350 per sq.cm

#### COLOUR

Front page	Min size: 240 sq.cms Max size: 380 sq.cms	₹ 650 per sq.cm
Other page	Fixed size: 450 sq.cms	₹ 550 per sq.cm

### JACKET ADVERTISEMENT

#### BLACK & WHITE

Cover Jacket	Full Front page ( below masthead ) + Full Last page.	₹ 2,18,000
Half Jacket	Full Front page ( below masthead ) + Full Second page.	₹ 1,91,000
Full Jacket	Full Front page ( below masthead ) + Full Second page + Full Last but One page + Full Last page.	₹ 3,27,000

#### COLOUR

Cover Jacket	Full Front page ( below masthead ) + Full Last page.	₹ 3,18,000
Half Jacket	Full Front page ( below masthead ) + Full Second page.	₹ 2,90,000
Full Jacket	Full Front page ( below masthead ) + Full Second page + Full Last but One page + Full Last page.	₹ 5,35,000

### SKYBUS ADVERTISEMENT

#### BLACK & WHITE

Front page	₹ 480 per sq.cm
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#### COLOUR

Front page	₹ 640 per sq.cm
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#### PAGE DIMENSIONS:

##### FRONT PAGE

31cm (height) X 24.5cm (width) = 759.5 sq.cm (total print area)

##### OTHER PAGES