

Deccan Chronicle Holdings Limited

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Deccan Chronicle Printed from Hyderabad, Chennai, Bangalore, Coimbatore, Kochi, Trivandrum, Kozikhode, Vijayawada, Visakhapatnam, Rajahmundry, Ananthapur, Karimnagar & Nellore	Financial Chronicle Printed from Mumbai, Delhi, Chennai Bangalore & Hyderabad
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The Asian Age Printed from New Delhi, Mumbai, Kolkata & London	Andhra Bhoomi Printed from Hyderabad, Vijayawada, Visakhapatnam, Rajahmundry, Ananthapur, Karimnagar & Nellore
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Revised Advertisement Rates Effective from 4th August , 2014 (Rates per sq cms)

	Inside	Inside	Front	Back	Navigator
	B&W	Colour	Page (Clr)	Page (Clr)	
Display / Tender / Political / Financial / Notice	Rs.	Rs.	Rs.	Rs.	Rs.
DECCAN CHRONICLE					
DC Group- DC+FC+AB+TAA- All Editions	9,940.00	12,420.00	24,840.00	16,490.00	29,800.00
DC + TAA All editions	7,450.00	9,360.00	18,720.00	13,670.00	25,670.00
DC+AB All Editions	7,700.00	9,275.00	18,550.00	12,250.00	22,600.00
DC + FC- Bangalore+Chennai+ Hyderabad	5,300.00	6,625.00	13,250.00	9,360.00	10,760.00
DC All Editions	5,880.00	7,285.00	14,570.00	10,240.00	18,870.00
DC Blr + Chn+ Hyd.	5,050.00	5,820.00	11,425.00	8,200.00	15,270.00
AP Editions	5,140.00	5,390.00	10,765.00	7,490.00	13,820.00
Hyderabad	4,225.00	4,480.00	8,940.00	6,200.00	11,350.00
Chennai	1,940.00	2,110.00	4,225.00	2,980.00	5,540.00
Bangalore	1,570.00	1,655.00	3,310.00	2,230.00	4,220.00
Coimbatore	830.00	990.00	1,990.00	1,320.00	2,970.00
Kochi	360.00	550.00			
Trivandrum	360.00	550.00			
Kozikhode	360.00	550.00			
Vijayawada	830.00	990.00	1,990.00	1,320.00	2,480.00
Vishakapatnam	830.00	990.00	1,990.00	1,320.00	2,480.00
Karimnagar	830.00	990.00	1,990.00	1,320.00	2,480.00
Nellore	830.00	990.00	1,990.00	1,320.00	2,480.00
Anantapur	830.00	990.00	1,990.00	1,320.00	2,480.00
Rajahmundry	830.00	990.00	1,990.00	1,320.00	2,480.00
FINANCIAL CHRONICLE					
FC All Editions	1,150.00	1,320.00	3,050.00	2,650.00	
FC- Bangalore+Chennai+ Hyderabad	910.00	1,080.00	2,160.00	1,370.00	
Hyderabad	420.00	490.00	990.00	700.00	
Chennai	420.00	490.00	990.00	700.00	
Bangalore	420.00	490.00	990.00	700.00	
New Delhi	420.00	490.00	990.00	700.00	
Mumbai	420.00	490.00	990.00	700.00	
THE ASIAN AGE					
The Asian Age - All India editions	1,650.00	2,110.00	4,225.00	2,970.00	6,330.00
Mumbai	690.00	910.00	1,825.00	1,320.00	2,730.00
New Delhi	570.00	700.00	1,410.00	990.00	2,070.00
Kolkata	630.00	800.00	1,610.00	1,030.00	2,400.00
London (International Edition)	910.00	1,380.00	2,750.00	1,930.00	

Andhra Bhoomi Daily (Telugu)						
All A. P. Editions	1,945.00	2,365.00	3,480.00	2,290.00	4,220.00	
Individual editions	700.00	1,400.00	1,890.00	1,720.00	2,290.00	
GUARANTEED PAGE & POSITION PREMIUM						
PAGE 3	30% EXTRA ON RESPECTIVE RATES					
PAGE 5	25% EXTRA ON RESPECTIVE RATES					
PAGE 3 TOP OF COLUMN	30% + 25% EXTRA ON RESPECTIVE RATES					
ANY SPECIFIED PAGE	25% EXTRA ON RESPECTIVE RATES					
ANY SPECIFIED PAGE & POSITION	40% EXTRA ON RESPECTIVE RATES					
(OTHER THAN PAGE 3 & 5)						
GUARANTEED SOLUS ON FRONT PAGE	25% EXTRA ON 16CM X 25 CM					
(MIN. 16CM X 25 CM)						
CANCELLATION / POSTPONEMENT CHARGES						
Time of cancellation / Postponement	Premium	Non Premium				
	position	position				
72 hours in advance of printing time	20%	-				
48 hours in advance of printing time	35%	10%				
24 hours in advance of printing time	50%	20%				
24 to 5 hours in advance of printing time	100%	30%				
Less than 5 hours in advance of printing time	100%	100%				
Printing time is midnight for Main edition, 4pm on earlier day for City Chronicle, and 3 days in advance for Sunday Chronicle						
DIMENSIONS						
Navigator Dimensions 33.2 cm x 6 cms						
Front Page Ad Dimensions Width 12 cms min / 16cms max, Height 20 cms min / 25 cms max.						
Alternative front page ad dimensions 33.2 cm x 15 cm min / 17.5 cm max.						
Full page 33.2 cms (width) x 51 cms (height)						
Tabloid / Supplement Rates - Daily Tabloid and other supplements						
	Inside	Inside	Front Page	Back Page	Navigator	Party Page
	B & W	Colour				
DC Tab Blr+ Chn+ Hyd.	3,970.00	4,800.00	6,625.00	5,800.00	8,855.00	5,880.00
FC Tab Blr+ Chn+ Hyd.	490.00	490.00				
DC All Editions	4,970.00	5,800.00	8,280.00	7,260.00	11,250.00	7,490.00
FC Supplement All Editions	480.00	580.00				
DC Tab AP Editions	3,820.00	4,630.00	6,460.00	6,050.00	8,280.00	5,760.00
Hyderabad Chronicle	2,980.00	3,800.00	4,800.00	4,400.00	6,170.00	4,115.00
Chennai Chronicle	1,490.00	1,780.00	2,350.00	2,065.00	3,310.00	1,945.00
Bangalore Chronicle	1,030.00	1,090.00	1,825.00	1,655.00	2,520.00	1,715.00
Individual Edition of DC	385.00	470.00	515.00	420.00	710.00	400.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)						
Sunday Chronicle - DC All editions	5,380.00	6,455.00	7,540.00	9,380.00	10,285.00	

Appointments (Career Chronicle)		
(Thursday only)		
	B&W	Colour
Special Packages	Rs.	Rs.
DC -Bangalore + Chennai+ Hyderabad	1,820.00	2,400.00
FC -Bangalore + Chennai+ Hyderabad	580.00	660.00
FC All Editions	1,030.00	1,080.00
DC All Editions	2,160.00	2,740.00
AP Editions	1,525.00	1,580.00
Hyderabad	1,225.00	1,370.00
Chennai	780.00	925.00
Bangalore	490.00	625.00
Individual Edition of DC	290.00	340.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)		
Note: Advertisements will be accepted in multiples of 8 cms in width for career chronicle		
CLASSIFIED DISPLAY		
	B&W	Colour
	Rs.	Rs.
Deccan Chronicle		
All Editions	2,680.00	3,050.00
A. P. Editions	1,895.00	2,160.00
Hyderabad + Chennai	1,895.00	2,160.00
Hyderabad + Bangalore	1,895.00	2,160.00
Hyderabad	1,660.00	1,895.00
Chennai : Sit.vac/Health Club/Friendships/Business/		
Business offers/ Finance/Medical	400.00	460.00
Chennai : Matrimonial	385.00	430.00
Chennai : Others	385.00	430.00
Bangalore	385.00	430.00
Individual Edition of DC	290.00	380.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)		
Add On Rates of Individual Editions of DC	130.00	190.00
Add on to AP or Hyd or Chn or Blr		

OBITUARY		
	B&W	Colour
	Rs.	Rs.
DC -Bangalore + Chennai+ Hyderabad	2,000.00	2,460.00
FC -Bangalore + Chennai+ Hyderabad		1,000.00
DECCAN CHRONICLE		
All Editions	2,230.00	2,855.00
A. P. Editions	1,210.00	1,655.00
Hyderabad	810.00	1,030.00
Chennai	630.00	740.00
Bangalore	570.00	700.00
Individual Edition of DC	190.00	230.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)		
THE ASIAN AGE		
The Asian Age - All Editions	455.00	635.00
Mumbai	290.00	335.00
Delhi	230.00	290.00
Kolkata	190.00	210.00
ANDHRA BHOOMI DAILY		
All A. P. Editions	350.00	460.00
Individual editions	100.00	120.00
WEEKEND CULTURE		
Entertainment Rate		
Cinema/Drama/Musical Programmes/Cul. Events	1,720.00	1,945.00

EAR PANELS (Per Panel)		
		Clr Rs.
DC All Editions		64,580.00
DC AP Editions		60,480.00
DC Hyderabad		54,650.00
DC+AB AP Editions		62,930.00
DC+AB Hyderabad Editions		57,960.00
Chennai		18,220.00
Bangalore		14,900.00
Coimbatore		5,040.00
Kochi		5,040.00
Trivandrum		5,040.00
Kozikhode		5,040.00
COUNTER POINT (COLOUR ONLY)		
DC All		180,000.00
DC AP + Chennai+ Blr.		144,000.00
AP Editions		124,200.00
AP Min 12 insertions in 3 months		115,920.00
Chennai		33,120.00
Bangalore		19,870.00
ANDHRA BHOOMI SACHITRA VAARA PATRIKA		
	B&W	Colour
Back Wrapper		107,300.00
Inside Full Page	50,000.00	71,600.00
Inside Doublespread	95,400.00	143,070.00
Inside Wrapper	52,500.00	89,400.00
Half Page (Vertical / Horizontal)	24,000.00	43,200.00
Quarter Page	21,500.00	36,000.00
1/8 Demmy	7,200.00	14,400.00
ANDHRA BHOOMI SACHITRA MASA PATRIKA		
	B&W	Colour
Back Wrapper		50,000.00
Inside 2nd & 3rd Wrapper		33,400.00
Inside Full Page	24,000.00	36,000.00
Inside Half Page	12,000.00	17,300.00
Quarter Page	7,150.00	10,800.00

DC CLASSIFIEDS		
	B&W	Colour
SITUATION VACANT	Rs.	Rs.
AP Editions	2,040.00	2,260.00
Hyderabad	1,880.00	2,100.00
Chennai	700.00	740.00
Bangalore	580.00	620.00
AUTOMOTIVE		
AP Editions	1,030.00	1,300.00
Hyderabad	950.00	1,200.00
Chennai	370.00	410.00
Bangalore	360.00	400.00
REAL ESTATE : FOR SALE		
AP Editions	1,630.00	1,900.00
Hyderabad	1,560.00	1,800.00
Chennai	580.00	640.00
Bangalore	500.00	640.00
REAL ESTATE : TO LET (Single Property at single location only)		
Incase of ad of multiple properties "For sale" rate will apply.		
AP Editions	1,000.00	1,150.00
Hyderabad	910.00	1,080.00
Chennai	420.00	460.00
Bangalore	370.00	410.00
BUSINESS/FINANCE/BUSINESS OFFERS		
AP Editions	3,960.00	4,400.00
Hyderabad	3,720.00	4,150.00
Chennai	720.00	960.00
Bangalore	840.00	1,080.00
PERSONAL / HEALTH CLUB		
AP Editions	10,800.00	12,430.00
Hyderabad	9,940.00	11,600.00
Chennai	2,080.00	2,760.00
Bangalore	2,500.00	3,300.00
HEALTH CARE /MEDICAL / ASTROLOGY		
AP Editions	3,170.00	3,400.00
Hyderabad	2,900.00	3,250.00
Chennai	1,000.00	1,050.00
Bangalore	1,150.00	1,200.00
AYURVEDA		
AP Editions	4,300.00	5,400.00
Hyderabad	4,030.00	5,050.00
Chennai	1,000.00	1,050.00
Bangalore	1,150.00	1,320.00
COMPUTERS		
AP Editions	1,150.00	1,500.00
Hyderabad	1,050.00	1,370.00
Chennai	430.00	480.00
Bangalore	380.00	420.00
MATRIMONIAL & MARRIAGE BUREAU		
AP Editions	600.00	600.00
Hyderabad	500.00	500.00
Chennai	240.00	240.00
Bangalore	240.00	240.00
ALL OTHER CATEGORIES		
AP Editions	1,000.00	1,200.00
Hyderabad	900.00	1,100.00
Chennai	350.00	400.00
Bangalore	250.00	380.00
OTHERS :		
<i>Above rates are applicable for 20 words - Rs.10/- extra per word after 20 words</i>		
<i>Add on rates along with Hyd/Chn/Bglr/AP Editions/CBE/Kochi :</i>		
<i>Chennai Rs.200/- , Bangalore Rs.200/- , Kochi Rs.150/- & Coimbatore Rs.150/-</i>		
<i>Combined Edition rate along with AP Rs.600/-</i>		
<i>Bold Classified: Rs. 100/- extra - Tick at Rs.50/- extra per insertion</i>		
<i>Highlight in Bold any two important words in the advertisement: Rs. 30/- extra per word</i>		
<i>For Bold & Bigger font of first letter of the advertisement: Rs. 20/- extra</i>		