

# ABP RATES

Effective from August 1, 2019

আনন্দবাজার পত্রিকা  
পাঠকই প্রথম  
The Telegraph  
Unputdownable

All rates in Rs. per square centimeter

Anandabazar Patrika	Monday - Thursday		Friday - Sunday	
	B/W	Colour	B/W	Colour
ALL EDITIONS	5540	8290	5740	8640
ALL EDITIONS FRONT PAGE (20 cm X 12.1 cm)+	-	2463700	-	2562510
ALL EDITIONS FRONT PAGE (25 cm X 16.3 cm)+	-	4148490	-	4314860
METROPOLITAN (Kolkata+Howrah+Hooghly+24 pgns)	3910	5730	4070	5970
METROPOLITAN FRONT PAGE (20 cm X 12.1 cm)+	-	1547590	-	1612070
METROPOLITAN FRONT PAGE (25 cm X 16.3 cm)+	-	2606030	-	2714620
HOWRAH-HOOGHLY-24 PARGANAS	640	800	670	840
BARDDHAMAN	370	460	390	480
BANKURA-BIRBHUM-PURULIA	240	310	250	320
NADIA-MURSHIDABAD	300	370	310	390
MIDNAPUR	350	430	360	450
SOUTH BENGAL	1460	1820	1520	1890
NORTH BENGAL	500	620	520	640
TENDER	2800	3900	2800	3900
APPOINTMENT	1980	1980	1980	1980
PATRIKA FRONT PAGE (Saturday)	-	-	-	6630
PATRIKA BACK PAGE	-	-	-	6630
PATRIKA INSIDE PAGES	-	-	-	4690
RABIBASARIYO FRONT PAGE (Sunday)	-	-	-	6630
RABIBASARIYO BACK PAGE	-	-	-	6630
RABIBASARIYO INSIDE PAGES	-	-	2870	5150

The Telegraph	Monday - Thursday		Friday - Sunday	
	B/W	Colour	B/W	Colour
ALL EDITIONS	2730	4200	3430	5260
ALL EDITIONS FRONT PAGE (20 cm X 12.1 cm)+	-	1282670	-	1603230
ALL EDITIONS FRONT PAGE (25 cm X 16.3 cm)+	-	2160190	-	2699540
CALCUTTA EDITION METRO	1580	2230	1760	2600
CALCUTTA EDITION METRO FRONT PAGE (20 cm X 12.1 cm)+	-	639140	-	710230
CALCUTTA EDITION METRO FRONT PAGE (25 cm X 16.3 cm)+	-	1076430	-	1195960
CALCUTTA EDITION METRO BACK PAGE	-	2430	-	2590
SOUTH BENGAL	470	750	580	950
NORTH BENGAL	270	400	360	520
NORTH EAST	340	640	460	810
JHARKHAND	240	480	300	610
TENDER	2350	3300	2350	3300
APPOINTMENTS (All Editions) Only Tuesday	1600	1600	1600	1600
APPOINTMENTS (Calcutta Edition METRO) Only Tuesday	825	825	825	825
t2 FRONT PAGE & BACK PAGE (Calcutta Edition)	-	2250	-	2450
t2 OTHER PAGES (Calcutta Edition)	-	1940	-	2370
t2 FRONT PAGE & BACK PAGE (All Editions)	-	2730	-	2920
t2 OTHER PAGES (All Editions)	-	2400	-	2830
YOU (Tuesday)	-	860	-	-
SALT LAKE TABLOID (Friday)	-	-	-	70
TELEKIDS (Wednesday)	-	285	-	-
TTIS (Monday)	-	170	-	-
TT SCHOOL EDITION (Monday-Friday)	-	25	-	-
YOUNG MINDS VERTICAL (TTIS+Telekids+School Edition)	-	460	-	-

t2 on Sunday (GNP Cover on Cover) : 25% Premium on SNP rates.

+ Block Rate Rates subject to revision. E & O E

- Political Advertisements : 50% premium
- Page 3 & Back Page : 15% premium
- Page Position : 10% premium
- Festival premium : 10% would apply 30 days prior to Durga Puja & 15 days prior to Diwali
- 1 or more Cover on Covers & 3 or 4 column Flaps may be there on Front Page Solus/Semi Solus ads.
- Upto 2 editions : 5% discount
- More than 2 editions : 10% discount
- Anandabazar Patrika+The Telegraph combination discount : 17%

## Digital Material Requirements

File Format (IBM PC) : pdf, tiff, eps No Raw/Open files will be accepted.

e-mail : admaterial@abp.in e-mail for all revised materials : revisedadmaterial@abp.in

## Terms & Conditions

- Every precaution will be taken to ensure that competitive advertisements are not published on the same page. However no guarantee can be given to that effect. No claims will be entertained for discounting/make goods in case competitive ads appear on the same or facing page.
- No particular position or page is guaranteed unless premium is paid for the same.
- All possible care will be taken to ensure proper reproduction. However, the company will not be responsible for improper printing due to supply of defective material.
- Materials will be printed as supplied by the agency/client without any correction at our end.
- All efforts will be made to print All Edition advertisements on the same day. However, no guarantee can be given for the same. The advertisement will be published within 48 hours of the original date, in case not carried on the same day.
- In case corrections/alterations are made on a previously published advertisement, detailed instructions for the changes need to be made for the repeat insertions as well. Make good for publication of incorrect ad if merely repeat date is mentioned will not be entertained.
- Advertisement materials will be retained at our end for 15 days post publication. The company will not be responsible for any material after that period.
- Reproduction related complaints need to be brought to notice within 5 days of publication. No complaints will be entertained thereafter.

## Guidelines

- Column widths are fixed and materials should be prepared accordingly. Width of all advertisements will be measured as per our standard column width. Example: A two column advertisement will be treated as 7.9 cm as per our standard width even if it measures less than 7.9 cm.
- Release Orders should mention height, number of columns and width. Example: if advertisement is 25 x 4 then RO should mention 25x4, width 16.3 cm.
- Column width will be considered to one decimal place for billing purpose.
- All advertisements in Anandabazar Patrika(ABP) and The Telegraph(TT) having height of 48 cm or more will be treated as full height advertisements(51cm).
- Height of advertisements will be taken as whole number for billing purpose. A fraction of a cm measuring 0.5 cm or more will be treated as 1 (one) cm.
- A combination advertisement (i.e. ABP+TT) must be published within 30 days from the date of publication of the first advertisement. Otherwise, the first advertisement will be billed as per individual rate.
- Minimum size of an advertisement is 3cm(H) x 3.8cm(W).

## Deadlines

### A. Receipt of Release Orders & Materials

- All Release Orders have to reach us by 10am for advertisements to be published on the following day.
- Advertisement materials must accompany the Release Orders.
- Advertisements that need to be prepared by us need to reach us 2 working days in advance.
- For issue days Sunday, Monday and Jobs on Tuesday all Release Orders and Materials need to reach us on the previous Friday by 4pm.

### B. Cancellation Charges

Front Pages	Other Pages
• > 3 days No charge	• > 2 days No charge
• 3-2 days 50%	• 2-1 days 25%
• < 2 days 100%	• Previous day 65%

- All cancellations need to be informed by 11am on the respective days mentioned above.
- Bills will be automatically raised by the system on the basis of release order, in case the cancellation and/or the material is not received within the scheduled time.

## Material Guidelines

- Ad file should not contain any extra matter (that will not be printed) • Avoid thin/ lower point/ serif type in reverse • Avoid colour type in same group of colours with the background colour. e.g. 20% Red against 50% Red • Avoid Yellow colour type against light background • File size should be optimised for effective work-flow. eg. A full page colour ad should have a file size of not more than 70mb • In the EPS/ PDF file linked image/ images should be in CMYK • Minimum 250 Resolution for SNP & 300 Resolution for GNP/Artpaper • All the text should be converted to path • All overprint should be removed • Single color black, instead of 4-color black, to be used for texts.
- Electronic documents should always be accompanied by a proof sheet/print. • All colors in the ad must be in CMYK optimized for newspaper printing. In Black and White ads, only black is permitted (K in CMYK). Pantone and RGB colors should not be used. • Do not use styles like "bold" or "italic" in the program, but always select the correct font from the font-menu (e.g. TimesBold or TimesItalic). Text in illustrations/logos must be transferred into lettercontours.

## MECHANICAL DATA

All measurements are in centimeter

