

TIMES GROUP MEDIA KIT

CITI TIMES

Note: To find the final rates add base rates for respective pages

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>> CITY TIMES*

COLOUR

EDITIONS	MARKETS	BASE	MULTIPLE
Bombay Times	M	2955	2510
Delhi Times	D	2320	1922
Gurgaon Times	D	300	263
Noida Times	D	230	189
Meerut Times	WUP	80	46
Agra Times	WUP	80	42
Bareilly Times	WUP	75	52
Dehradun Times	WUP	135	86
Bangalore Times	Bg	2325	1915
Mangalore Times	Mg	65	49
Mysore Times	My	80	43
Belgaum Times	Bel	55	41
Hubli Times	Hub	55	43
Chennai Times	Che	2710	2256
Coimbatore Times	Co	480	410
Madurai Times	Md	220	175
Trichy Times	Tr	210	175
Calcutta Times	K	1225	1040
Bhubaneswar Times	K	125	113
Pune Times	Pu	1350	1113
Aurangabad Times	Au	60	53
Kolhapur Times	Klp	65	62
Hyderabad Times	H	815	709
Vizag Times	Vz	130	92
Vijayawada Times	Vjw	55	37
Ahmedabad Times	A	620	536
Ahmedabad Times - Nehrunagar + Bopal *	A	305	263
Ahmedabad Times - Paldi + Usmanpura + Mirzapur *	A	200	170
Ahmedabad Times - Sabarmati + Gandhinagar *	A	110	93
Ahmedabad Times - Kalupur + Maninagar *	A	115	98
Lucknow Times	L	340	288

All rates in Rupees per sq. centimeter

Bhopal Times	Bho	120	100
Indore Times	Bho	110	100
Raipur Times	Rp	100	82
Onno Samay	K	315	205
Allahabad Times	Ab	70	68
Times of Chandigarh	Cha	365	331
E Times Chandigarh	Cha	290	260
Baroda Times	Br	245	216
Jaipur Times	J	280	242
Kanpur Times	Kn	155	135
Surat Times	Sur	140	113
Nagpur Times	Ng	230	205
Goa Times	Go	95	86
Banaras Times	V	75	63
Times Of Ludhiana	Cha	105	88
Patna Times	M	220	205
Ranchi Times	M	95	88
Kochi Times	Kr	170	144
Trivandrum Times	Kr	155	134
Malabar (Kozhikode) Times	Kr	110	89
Mumbai Times	M	940	798
Maharashtra Times - Pune Plus	Pu	710	603
Pune Times Marathi	Pu	600	500
Aurangabad Times Marathi	Au	205	194
Nashik Times	Nk	185	131
Nashik Times Marathi	Nk	230	195
Maharashtra Times - Nashik Plus	Nk	230	180
Kolhapur Times Marathi	Klp	120	103
Ahmednagar Times Marathi	Ahm-Ngr	80	62
Nagpur Times Marathi	Ng	240	210
Maharashtra Times - Nagpur Plus	Ng	235	180
Delhi Times Masala Mix	D	700	575
NBT Lucknow Masala Mix	L	195	135
NBT Masala Mix - Noida	D	75	55
NBT Masala Mix - Ghaziabad	D	60	52
NBT Masala Mix - Trans Hindon Area	D	105	82
NBT Masala Mix - Faridabad	D	115	93
NBT Masala Mix - Gurgaon	D	85	57
Ahmedabad Times - Masala Mix	A	180	125
Rabibaroari BDA	K	55	31

>> SCHEMES

INS	INCENTIVE
1 to 2 (to be consumed within 30 days)	0%
3 to 5 (to be consumed within 60 days)	3%
6 + (to be consumed within 90 days)	5%

>> SCHEMES

SIZE	INCENTIVE
240 to 600	3%
601+	5%
Full Page	10%

All rates in Rupees per sq. centimeter

RECKONER

- All ads in any of our publications (except magazines) will also appear on their respective e-paper editions available at <http://epaper.timesofindia.com>.
- The above editions exclude the print run of TOI student editions. DAVP ads are carried in TOI student editions (please contact our response offices for further details).
- * Innovation Booking Only - 4 Innovations are applicable for these BU codes. Non Innovation ads booking is not allowed

● Insertions	1-2	3-5	6+
● Validity period	30 days	60 days	90 days
● For material specification/deadline please get in touch with the respective Response offices.			
● Retails rates are applicable to retail outlets and local events (conditions apply)			

>> CANCELLATION/POSTPONEMENT CHARGES(for reserved / confirmed orders)

Cancellation charges would be 10% of the total value of the ad.

Cancellation charges shall be applicable to premium positions viz. Pg 1 / Pg 3 / Pg 5 / Back Page.

Applicable for centers where issue closing deadlines are 48 hours in advance.

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All rates in Rupees per Sq. Centimeter

>> CITY TIMES* (Loadings)

CITI - CENTRIC OPTIONS	FRONT PAGE	PAGE 3	BACK PAGE	PAGE 5	ANY PAGE	FRONT PAGE 2	WEEKEND*	PRM ADS
							FRI/SAT/ SUN	
Bombay Times	1,935	645	575	370	285	-	10% ***	50%
Delhi Times	1,880	615	615	425	300	-	15% ***	50%
Gurgaon Times	75	40	40	30	15	-		
Noida Times	40	25	25	20	15	-		
Meerut Times	25	20	20	15	15	-		
Agra Times	25	20	20	15	10	-		
Bareilly Times	25	20	20	15	10	-		
Dehradun Times	40	25	25	20	15	-		
Bangalore Times	1,535	420	410	210	155	-		50%
Mangalore Times	25	20	20	20	15	-		
Mysore Times	40	17	17	11	5	-		
Belgaum Times	20	20	20	20	15	-		
Hubli Times	20	20	20	20	15	-		
Chennai Times	1,080	560	550	290	170	-		
Coimbatore Times	160	60	60	50	20	-		
Madurai Times	80	44	44	34	20	-		
Trichy Times	80	44	44	34	20	-		
Calcutta Times	445	90	90	90	80	-		50%
Patna Times	45	25	25	25	15	-		
Ranchi Times	25	20	20	20	10	-		
Bhubaneswar	25	20	20	20	10	-		
Pune Times	600	175	175	175	135	-	10% **	50%
Aurangabad Times	20	20	11	11	5	-		
Kolhapur Times	30	20	20	15	10	-		
Maharashtra Times - Pune Plus	295	140	140	95	50	-		
Pune Times Marathi	235	120	120	90	40	-		
Aurangabad Times Marathi	75	40	40	30	20	-		
Nashik Times Marathi	80	30	30	30	25	-		
Maharashtra Times - Nashik Plus	30	20	20	20	20	-		
Ahmednagar Times Marathi	25	15	15	15	5	-		
Nagpur Times Marathi	130	50	50	35	25	-		
Maharashtra Times - Nagpur Plus	60	35	35	25	25	-		
Kolhapur Times Marathi	55	30	35	25	10	35		
Hyderabad Times	270	75	75	75	55	-	10% ***	50%
Vizag Times	35	17	17	16	10	-		

Vizag Times	35	17	17	16	10	-		
Vijayawada Times	20	15	15	15	5	-		
Ahmedabad Times	95	35	35	35	35	-		50%
Ahmedabad Times - Nehrunagar + Bopal *1	45	-	-	-	-	-		
Ahmedabad Times - Paldi + Usmanpura + Mirzapur *1	27	-	-	-	-	-		
Ahmedabad Times - Sabarmati + Gandhinagar *1	16	-	-	-	-	-		
Ahmedabad Times - Kalupur + Maninagar *1	16	-	-	-	-	-		
Lucknow Times	110	50	50	50	40	-		50%
Indore Times	30	25	25	20	10	-	10%	
Bhopal Times	35	20	20	20	10	-	10%	
Raipur Times	20	15	15	15	10	-		
Allahabad Times	25	20	20	15	10	-		
Kochi Times	25	15	15	11	5	-		
Trivandrum Times	20	15	15	15	5	-		
Malabar (kozhikode) Times	20	15	15	15	5	-		
Times Of Chandigarh	180	55	55	50	45	-	-	50%
E Times Chandigarh	145	50	50	45	40	-	-	-
Baroda Times	45	30	30	20	15	-	-	50%
Kanpur Times	45	35	30	20	20	-	-	50%
Surat Times	30	20	20	15	10	-	-	-
Jaipur Times	145	50	50	35	25	-	-	-
Goa Times	50	30	30	20	15	-	-	-
Nagpur Times	110	55	65	35	25	-	-	-
Times Of Ludhiana	45	30	30	20	15	-	-	-
Banaras Times	30	25	25	15	15	-	-	-
Nashik Times	65	25	25	20	25	-	-	-
Mumbai Times	315	115	115	105	75	-	-	50%
Onno Samay	70	60	60	40	30	-	-	-
Rabibaroari	70	60	60	40	30	-	-	-
Delhi Times Masala Mix	450	65	75	45	30	-	-	-
NBT Lucknow Masala Mix	45	25	25	25	20	-	-	-
NBT Masala Mix - Noida	25	-	20	-	-	17	-	-
NBT Masala Mix - Ghaziabad	20	-	20	-	-	15	-	-
NBT Masala Mix - Trans Hindon Area	35	-	20	-	-	18	-	-
NBT Masala Mix - Faridabad	30	-	20	-	-	20	-	-
NBT Masala Mix - Gurgaon	20	-	15	-	-	15	-	-
Ahmedabad Times - Masala Mix	60	40	40	25	25	-	-	-
Rabibaroari BDA	15	10	10	10	5	-	-	-

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* Additional charges as per the percentages mentioned above will be added to the base or multiple rates.

** Saturday only

*** Applicable for Fridays & Saturdays only.

PRM Ads : Ads with Premium Rate Dialing Services.

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● Retail rates are applicable to retail outlets and local events (conditions apply)

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