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ZONE	PUBLICATION	MARKETS	LANGUAGE	BASE	MULTIPLE		
NORTH	THE TIMES OF INDIA	Delhi Capital + West UP & UK+ Gurgaon + Chandigarh	English	4,760	3,875		
		Delhi Capital + West UP & UK + Chandigarh	English	4,470	3,585		
		Delhi Capital + West UP & UK+ Gurgaon	English	4,525	3,640		
		Delhi Capital + Gurgaon	English	4,290	3,405		
		Dehi Capital + West UP & UK	English	4,235	3,350		
		Delhi Capital	English	4,000	3,115		
		Noida	English	320	250		
		Gurgaon	English	350	290		
		Chandigarh	English	470	235		
		Chandigarh UPC	English	290	175		
		Jaipur City + UPC	English	640	415		
		Jaipur City	English	475	250		
		Jaipur Upcountry	English	195	165		
		Western UP & UK	English	370	235		
		Meerut	English	130	70		
		Agra	English	130	70		
		Bareilly	English	120	70		
		Dehradun	English	195	110		
		Bhopal + Indore + Raipur + UPC	English	465	335		
		Bhopal	English	235	105		
		Indore	English	235	105		
		Bhopal UPC	English	100	60		
		Raipur	English	135	65		
		Lucknow + Kanpur + Allahabad + Varanasi	English	1,220	710		
		Lucknow + Allahabad + Varanasi	English	1,080	570		
		Lucknow	English	915	405		
		Kanpur	English	255	140		
		Allahabad	English	135	85		
		Varanasi	English	130	80		
		WEST	THE TIMES OF INDIA	Mumbai	English	5,475	4,280
				Nashik	English	190	130
				Navi Mumbai	English	260	245
Thane	English			230	175		
Pune + Nashik + Aurangabad + Kolhapur	English			2,520	1,985		
Pune City	English			2,245	1,710		
Aurangabad	English			65	55		
Kolhapur	English			100	90		
Pimpri-Chichwad	English			365	295		
Ahmedabad + Baroda + Rajkot + Surat	English			1,050	815		
Ahmedabad	English			685	450		
Surat	English			195	110		
Baroda	English			400	175		
Rajkot	English			135	80		
Nagpur	English			335	280		
Goa	English			170	140		
SOUTH	THE TIMES OF INDIA	Bangalore + Hubli	English	3,475	2,695		
		Bangalore	English	3,415	2,635		
		Mysore	English	155	80		
		Mangalore	English	125	65		
		Hubli	English	90	60		
		Hyderabad	English	1,285	1,060		
		Vizag	English	270	190		
		Vijayawada	English	80	60		
		Chennai + Coimbatore + Madurai /Trichy	English	2,235	1,760		
		Chennai	English	1,925	1,450		
		Coimbatore	English	340	180		
		Madurai/ Trichy	English	215	130		
		Madurai	English	140	95		
		Trichy	English	115	75		
		Kerala	English	400	310		
		Kozhikode	English	130	70		
		Trivandrum	English	180	100		
		Kerala Upcountry	English	130	70		
		Kochi	English	265	170		
		Pondy	English	65	45		
		EAST	THE TIMES OF INDIA	Kolkata + Guwahati	English	1,805	1,300
Kolkata	English			1,695	1,190		
EAST	THE TIMES OF INDIA	Patna	English	710	410		
		Bihar	English	510	295		
		Ranchi/Jharkhand	English	335	200		
		Bhubaneshwar	English	420	230		
		Guwahati	English	170	110		

All rates in Rupees per Sq. Centimeter

NORTH	THE ECONOMIC TIMES	Delhi City + UPC + Gurgaon + Chandigarh + Lucknow + Jaipur	English	2,525	2,290			
		Delhi City + UPC + Gurgaon	English	2,170	1,935			
		Delhi City + Gurgaon	English	2,045	1,810			
		Chandigarh	English	305	165			
		Delhi UPC	English	210	125			
		Lucknow	English	155	95			
		Jaipur	English	150	95			
		MP	English	65	50			
		Delhi	Hindi	185	140			
WEST		Mumbai City + Mumbai UPC + Nagpur + Goa	English	2,760	2,480			
		Mumbai City	English	2,615	2,335			
		Pune	English	345	165			
		Mumbai UPC	English	125	85			
		Goa	English	85	50			
		Nagpur	English	80	60			
		Mumbai	Gujrathi	165	115			
		Ahmedabad City + UPC	English	405	335			
		Ahmedabad City	English	305	235			
		Ahmedabad UPC	English	240	100			
		Ahmedabad	Gujarathi	170	120			
SOUTH		Bangalore + Mangalore	English	800	725			
		Chennai	English	745	680			
		Hyderabad	English	440	405			
		Cochin	English	75	35			
EAST		Kolkata + Kol UPC + Patna + Ranchi + Bhubaneshwar	English	905	825			
		Kolkata City	English	690	605			
		Bhubaneshwar	English	180	80			
		Kol UPC	English	160	55			
		Patna	English	160	55			
		Ranchi	English	160	55			
MARKETS		ET Markets	English	5990	5710			
WEST		MIRROR	Mumbai	English	2,045	1,665		
			Pune	English	800	655		
			Ahmedabad	English	255	210		
SOUTH			Bangalore	English	680	595		
			WEST	MAHARASHTRA TIMES	Mumbai	Marathi	2,205	1,795
					Pune	Marathi	1,120	835
					Nashik	Marathi	330	270
Aurangabad		Marathi			260	210		
Kolhapur	Marathi	220			180			
Jalgaon	Marathi	80			60			
Ahmednagar	Marathi	115			85			
Nagpur	Marathi	390			320			
NORTH	NAVBHARAT TIMES	Delhi City	Hindi	1,890	1,535			
		Delhi NCR	Hindi	390	280			
		Noida	Hindi	90	75			
		Ghaziabad	Hindi	170	135			
		Faridabad	Hindi	150	120			
		Gurgaon	Hindi	120	90			
		Lucknow	Hindi	375	305			
		Lucknow - Femina	Hindi	220	155			
		Lucknow Vishudh Rajneeti	Hindi	215	175			
		WEST	Mumbai	Hindi	1000	835		
NORTH	SANDHYA TIMES	Delhi	Hindi	255	215			
EAST	EI SAMAY BARDHAMAN SAMAY	Kolkata	Bengali	835	465			
		Kolkata	Bengali	75	45			
WEST	Nav Gujarat	Ahmedabad	Gujarathi	335	270			
		Femina	Gujarathi	200	140			
WEST	Samay	Bodhivruksh	Gujarathi	200	140			
		ET Wealth	Gujarathi	200	140			

All rates in Rupees per Sq. Ft.

in/line

>> 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%
PAGE	INCENTIVE

>> SCHEMES

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

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- B/W incentive not applicable for front and back page and for other pages in editions which have full colour printing facility.
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- TOI-Mumbai will include TOI-Navi Mumbai and TOI Thane.
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