



Effective from 15-10-2011

District Edition Rates

Name of the District	Display B&W Sq.Cm. Rs.	Ear Panel (H)7x(W)12 Colour only	Classifieds		Economy Classified Display	
			4 Lines (Min) Rs.	Extra Line Rs.	B&W Rs.	Colour Rs.
Hyderabad City	350	32000	350	80	115	145
Rangareddy	85	9800	105	35	50	70
Medak	95	12600	105	35	60	70
Hyd City + (RR / Medak)	400	37900	-	--	-	-
Mahaboob Nagar	95	13000	105	35	60	70
Nizamabad	95	12600	85	30	60	70
Karimnagar	130	13800	135	35	75	85
Adilabad	95	11500	85	30	60	70
Warangal	130	16000	135	35	75	85
Khammam	100	13800	100	35	60	65
Nalgonda	105	12600	85	30	60	70
Kurnool	110	13200	125	35	65	75
Ananthapur	120	14900	100	35	80	92
Kadapah	100	12600	100	30	60	70
Chittoor	135	17200	110	35	75	85
Nellore	100	12600	100	35	60	70
Prakasam	100	13200	85	35	60	70
Guntur	180	20000	140	35	85	95
Vijayawada City	150	13800	150	30	75	85
Krishna (Excl Vja City)	115	12600	105	35	50	65
West Godavari	115	12600	105	35	70	95
East Godavari	135	13800	110	35	80	100
Vizag city	135	16000	125	35	70	85
Vizag District (Excl Vizag City)	80	10900	100	30	45	60
Srikakulam	80	11500	90	30	40	50
Vizayanagaram	80	11500	90	30	40	50
Karnataka	80	6900	85	30	40	50
Tamilnadu	50	6900	85	30	40	50

Premiums Applicable(Tabloid)

	Colour	B&W
Front Page	100%extra	N.A.
Back Page	75% extra	25% extra
Inside Page	50% extra	-

Mechanical Data (Tabloid)

Height of Column: 33 cms	Tabloid Front Page:
Width of Column: 3.9 cms	Min. Size 10x8
No. of Column per page:6	Max. Size 10x25

Multi - District discounts

If the advt. of same size is published

- In two districts - 25% discount on other than higher rate district
- In three districts - 30% discount on other than higher rate district
- In Four or more districts - 35% discount on other than higher rate district

Note: No other discounts other than colour/ page premiums are allowed if multi-district discounts are availed.

★ MULTY DISCOUNT NOT APPLICABLE FOR SPECIAL OFFER RATES