



**REVISED RATE CARD  
WITH EFFECT FROM  
1-10-2011**



**DISTRICT EDITIONS ADVERTISEMENT TARIFF PER Sq.Cm. (In Rs.)**

DISTRICT	BASIC RATE (Rs.)	FRONT PAGE COLOUR	BACK / 3RD PAGE COLOUR	INNER PAGE COLOUR	3RD PAGE	SPECIAL PAGE/ POSITION
					B / W	B / W
HYDERABAD CITY (SUNDAY)	715	1430	1251	1073	894	894
	815	1630	1426	1223	1019	1019
RANGA REDDY	100	200	175	150	125	125
MAHARASTRA	40	80	70	60	50	50
DELHI	40	80	70	60	50	50
MEDAK	110	220	193	165	138	138
MAHABOONNAGAR	110	220	193	165	138	138
KARIMNAGAR	145	290	254	218	181	181
ADILABAD	115	230	201	173	144	144
NIZAMABAD	115	230	201	173	144	144
WARANGAL	130	260	228	195	163	163
NALGONDA	125	250	219	188	156	156
KHAMMAM	125	250	219	188	156	156
SRIKAKULAM	115	230	201	173	144	144
VIZIANAGARAM	115	230	201	173	144	144
ORISSA	45	90	79	68	56	56
VISAKHAPATNAM CITY (SUNDAY)	245	490	429	368	306	306
	255	510	446	383	319	319
VSP DIST. (Exclud. VSP CITY)	100	200	175	150	125	125
VISAKHAPATNAM CITY + DIST. (SUNDAY)	315	630	551	473	394	394
	330	660	578	495	413	413
EAST GODAVARI	195	390	341	293	244	244
WEST GODAVARI	175	350	306	263	219	219
VIJAYAWADA CITY (SUNDAY)	245	490	429	368	306	306
	255	510	446	383	319	319
KRISHNA (Exclud. VJA CITY)	135	270	236	203	169	169
VIJAYAWADA CITY + KRISHNA (SUNDAY)	340	680	595	510	425	425
	350	700	613	525	438	438
GUNTUR CITY	190	380	333	285	238	238
GUNTUR RURAL	125	250	219	188	156	156
GUNTUR (CITY + RURAL)	230	460	403	345	288	288
PRAKASAM	125	250	219	188	156	156
NELLORE	135	270	236	203	169	169
CHITTOOR	150	300	263	225	188	188
TAMILNADU	70	140	123	105	88	88
KADAPA	125	250	219	188	156	156
ANANTHAPUR	145	290	254	218	181	181
KARNATAKA	115	230	201	173	144	144
KURNOOL	145	290	254	218	181	181