

Combination rates of Weekdays

(All Rates in Rs. Per Sq. Cm)

THE HINDU	Hyderabad City							Visakhapatnam City					Vijayawada City					
	Hyd city	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL	Basic	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL	Basic	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL
Base rate B&W	Hyd city						400	455	515	515	565	625	360	415	475	475	525	585
	Vsp Edn																	
	Vja Edn																	
Page 2 Col	Hyd city	1005	1155	1310	1310	1460	1610											
	Vsp Edn							430	485	545	545	595	655					
	Vja Edn												405	460	520	520	570	630
FPS	Hyd city	1095	1245	1400	1400	1550	1700											
	Vsp Edn							475	530	590	590	640	700					
	Vja Edn												440	495	555	555	605	665
Page 3 B&W	Hyd city	960	1110	1265	1265	1415	1565											
	Vsp Edn							420	475	535	535	585	645					
	Vja Edn												405	460	520	520	570	630
Page 5 B&W	Hyd city	945	1095	1250	1250	1400	1550											
	Vsp Edn																	
	Vja Edn																	
Page 3/5 Col	Hyd city	1035	1185	1340	1340	1490	1640											
	Vsp Edn							435	490	550	550	600	660					
	Vja Edn												420	475	535	535	585	645

Combination rates of Sunday

(All Rates in Rs. Per Sq. Cm)

THE HINDU	Hyderabad City							Visakhapatnam City					Vijayawada City					
	Hyd city	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL	Basic	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL	Basic	SP/ POS	INS COL	PAGE&P OS	Bp/Pg3/Pg5/RH P Clr	FP COL
Base rate B&W	Hyd city	975	1145	1315	1315	1485	1650											
	Vsp Edn							405	465	520	520	580	635					
	Vja Edn												365	425	480	480	540	595
Page 2 Col	Hyd city	1080	1250	1420	1420	1590	1755											
	Vsp Edn							435	495	550	550	610	665					
	Vja Edn												410	470	525	525	585	640
FPS	Hyd city	1170	1340	1510	1510	1680	1845											
	Vsp Edn							480	540	595	595	655	710					
	Vja Edn												445	505	560	560	620	675
Page 3 B&W	Hyd city	1035	1205	1375	1375	1545	1710											
	Vsp Edn							425	485	540	540	600	655					
	Vja Edn												410	470	525	525	585	640
Page 5 B&W	Hyd city	1020	1190	1360	1360	1530	1695											
	Vsp Edn																	
	Vja Edn																	
Page 3/5 Col	Hyd city	1110	1280	1450	1450	1620	1785											
	Vsp Edn							440	500	555	555	615	670					
	Vja Edn												425	485	540	540	600	655

Combination Rates for Weekdays

R-Retail Clients N-National Clients *(All Rates in Rs. Per Sq. Cm)*

NDU-Chennai,	Rayalaseema						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate - R	1995	2150	2300	2605	2760	2845	2455

Base Rate - R (2115	2270	2420	2725	2880	2965	2575
Page 3 - R (Mo	2440	2595	2745	3050	3205	3290	2900
Page 3 - R (Fri	2600	2755	2905	3210	3365	3450	3060
Base Rate - N (2275	2430	2580	2885	3040	3125	2735
Base Rate - N (2410	2565	2715	3020	3175	3260	2870
Page 3 - N (Mo	2650	2805	2955	3260	3415	3500	3110
Page 3 - N (Fri	2830	2985	3135	3440	3595	3680	3290
Base Rate - R (2435	2590	2740	3045	3200	3285	2895
Base Rate - R (2585	2740	2890	3195	3350	3435	3045
FPS - R (Mon-T	3150	3305	3455	3760	3915	4000	3610
FPS - R (Fri-Su	3355	3510	3660	3965	4120	4205	3815
Page 2 - R (Mo	2435	2590	2740	3045	3200	3285	2895
Page 2 - R (Fri	2585	2740	2890	3195	3350	3435	3045
Base Rate - N (2760	2915	3065	3370	3525	3610	3220
Base Rate - N (2940	3095	3245	3550	3705	3790	3400
FPS - N (Mon-T	3625	3780	3930	4235	4390	4475	4085
FPS - N (Fri-Su	3880	4035	4185	4490	4645	4730	4340
Page 2 - N (Mo	2760	2915	3065	3370	3525	3610	3220
Page 2 - N (Fri	2940	3095	3245	3550	3705	3790	3400

The Hindu : Specified position in Chennai only, any page in Tirupati

Combination Rates for Sundays

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

NDU-Chennai, T	Rayalaseema					
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col.	Inside Colour
Base Rate - R (2100	2275	2455	2810	2990	2635
Base Rate - R (2220	2395	2575	2930	3110	2755
Page 3 - R (Mo	2545	2720	2900	3255	3435	3080
Page 3 - R (Fri	2705	2880	3060	3415	3595	3240
Base Rate - N (2380	2555	2735	3090	3270	2915
Base Rate - N (2515	2690	2870	3225	3405	3050
Page 3 - N (Mo	2755	2930	3110	3465	3645	3290
Page 3 - N (Fri	2935	3110	3290	3645	3825	3470
Base Rate - R (2540	2715	2895	3250	3430	3075
Base Rate - R (2690	2865	3045	3400	3580	3225
FPS - R (Mon-T	3255	3430	3610	3965	4145	3790
FPS - R (Fri-Su	3460	3635	3815	4170	4350	3995
Page 2 - R (Mo	2540	2715	2895	3250	3430	3075
Page 2 - R (Fri	2690	2865	3045	3400	3580	3225
Base Rate - N (2865	3040	3220	3575	3755	3400
Base Rate - N (3045	3220	3400	3755	3935	3580
FPS - N (Mon-T	3730	3905	4085	4440	4620	4265
FPS - N (Fri-Su	3985	4160	4340	4695	4875	4520
Page 2 - N (Mo	2865	3040	3220	3575	3755	3400
Page 2 - N (Fri	3045	3220	3400	3755	3935	3580

The Hindu : Specified position in Chennai only, any page in Tirupati

Combination rates of Weekdays

(All Rates in Rs. Per Sq. Cm)

THE HINDU	Greater Hyd/Central/North Andhra							All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base rate	H/V/V	2505	3045	3605	4715	5175	5530	3620						

B&W	AP	2590	3130	3690	4800	5260	5615	3705	2860	3500	4145	5450	6085	6500	4795
Page 2 Col	H/V/V	2595	3135	3695	4805	5265	5620	3710							
	AP	2700	3240	3800	4910	5370	5725	3815	2970	3610	4255	5560	6195	6610	4905
FPS	H/V/V	2670	3210	3770	4880	5340	5695	3785							
	AP	2795	3335	3895	5005	5465	5820	3910	3065	3705	4350	5655	6290	6705	5000
Page 3 B&W	H/V/V	2580	3120	3680	4790	5250	5605	3695							
	AP	2675	3215	3775	4885	5345	5700	3790	2945	3585	4230	5535	6170	6585	4880
Page 5 B&W	H/V/V														
	AP	2665	3205	3765	4875	5335	5690	3780	2935	3575	4220	5525	6160	6575	4870
Page 3/5 Col	H/V/V	2625	3165	3725	4835	5295	5650	3740							
	AP	2725	3265	3825	4935	5395	5750	3840	2995	3635	4280	5585	6220	6635	4930

Combination rates of Sunday

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Greater Hyd/Central/North Andhra						All Editions						
		Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside colour	
Base rate	H/V/V	2815	3405	3995	5170	5755	4570							
B&W	AP	2900	3490	4080	5255	5840	4655	3245	3920	4600	5945	6615	5270	
Page 2 Col	H/V/V	2905	3495	4085	5260	5845	4660							
	AP	3010	3600	4190	5365	5950	4765	3355	4030	4710	6055	6725	5380	
FPS	H/V/V	2980	3570	4160	5335	5920	4735							
	AP	3105	3695	4285	5460	6045	4860	3450	4125	4805	6150	6820	5475	
Page 3 B&W	H/V/V	2890	3480	4070	5245	5830	4645							
	AP	2985	3575	4165	5340	5925	4740	3330	4005	4685	6030	6700	5355	
Page 5 B&W	H/V/V													
	AP	2975	3565	4155	5330	5915	4730	3320	3995	4675	6020	6690	5345	
Page 3/5 Col	H/V/V	2935	3525	4115	5290	5875	4690							
	AP	3035	3625	4215	5390	5975	4790	3380	4055	4735	6080	6750	5405	

Combination rates of Weekdays

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Greater Hyderabad							EENADU						Central Andhra								
		Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	
Base rate B&W	Hyd city	955	1150	1300	1700	1905	2025	1520															
	Hyd Edn	1035	1230	1380	1780	1985	2105	1600															
	Vsp Edn								795	965	1120	1450	1630	1740	1290								
	Vja Edn															840	1020	1210	1575	1780	1900	1405	
	H/V/V															1155	1335	1525	1885	2090	2215	1720	
Page 2 Col	AP	1210	1405	1555	1955	2160	2280	1775	1170	1340	1495	1825	2005	2115	1665	1240	1420	1610	1970	2175	2300	1805	
	Hyd city	1060	1255	1405	1805	2010	2130	1625															
	Hyd Edn	1120	1315	1465	1865	2070	2190	1685															
	Vsp Edn								825	995	1150	1480	1660	1770	1320								
	Vja Edn															885	1065	1255	1620	1825	1945	1450	
FPS	H/V/V								1280	1450	1605	1935	2115	2225	1775	1350	1530	1720	2080	2285	2410	1915	
	AP	1320	1515	1665	2065	2270	2390	1885								1245	1425	1615	1975	2180	2305	1810	
	Hyd city	1150	1345	1495	1895	2100	2220	1715															
	Hyd Edn	1195	1390	1540	1940	2145	2265	1760															
	Vsp Edn								870	1040	1195	1525	1705	1815	1365								
Page 3/5 Col	Vja Edn														920	1100	1290	1655	1860	1980	1485		
	H/V/V														1320	1500	1690	2050	2255	2380			

Page 3/5 Col	Hyd Edn	1250	1480	1670	2180	2400	1950												
	Vsp Edn							935	1135	1325	1730	1925	1545						
	Vja Edn													990	1205	1425	1870	2065	1660
	H/V/V													1380	1580	1795	2240	2435	2035
AP		1455	1685	1875	2385	2605	2155	1410	1610	1800	2205	2400	2020	1480	1680	1895	2340	2535	2135

Combination Rates for Weekdays

THE HINDU-Chennai, Hyd-Metro Plus(B/W) + EENADU-Greater Hyd/Central/North AP
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	2735	3185	3630	4530	4975	5245	4080
Right Page-R	2895	3345	3790	4690	5135	5405	4240
Back Page-R	2995	3445	3890	4790	5235	5505	4340
Base Rate-N	3095	3545	3990	4890	5335	5605	4440
Right Page-N	3330	3780	4225	5125	5570	5840	4675
Back Page-N	3475	3925	4370	5270	5715	5985	4820

THE HINDU-Chennai, Hyd-Metro Plus(Color) + EENADU-Greater Hyd/Central/North AP

Base Rate-R	3065	3515	3960	4860	5305	5575	4410
Back Page-R	3210	3660	4105	5005	5450	5720	4555
Front Page-R	3365	3815	4260	5160	5605	5875	4710
Base Rate-N	3470	3920	4365	5265	5710	5980	4815
Back Page-N	3665	4115	4560	5460	5905	6175	5010
Front Page-N	3880	4330	4775	5675	6120	6390	5225

Combination Rates for Sundays

THE HINDU-Chennai, Hyd-Metro Plus(B/W) + EENADU-Greater Hyd/Central/North AP
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate-R	3035	3555	4080	5125	5650	4605
Right Page-R	3195	3715	4240	5285	5810	4765
Back Page-R	3295	3815	4340	5385	5910	4865
Base Rate-N	3395	3915	4440	5485	6010	4965
Right Page-N	3630	4150	4675	5720	6245	5200
Back Page-N	3775	4295	4820	5865	6390	5345

THE HINDU-Chennai, Hyd-Metro Plus(Color) + EENADU-Greater Hyd/Central/North AP

Base Rate-R	3365	3885	4410	5455	5980	4935
Back Page-R	3510	4030	4555	5600	6125	5080
Front Page-R	3665	4185	4710	5755	6280	5235
Base Rate-N	3770	4290	4815	5860	6385	5340
Back Page-N	3965	4485	5010	6055	6580	5535
Front Page-N	4180	4700	5225	6270	6795	5750

Combination Rates for Weekdays

THE HINDU-Chennai, Hyd-Metro Plus Weekend(B/W) + EENADU-Greater Hyd/Central/North AP
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	2840	3290	3735	4635	5080	5350	4185
Right Page-R	3015	3465	3910	4810	5255	5525	4360
Back Page-R	3130	3580	4025	4925	5370	5640	4475

Base Rate-N	3280	3730	4175	5075	5520	5790	4625
Right Page-N	3550	4000	4445	5345	5790	6060	4895
Back Page-N	3720	4170	4615	5515	5960	6230	5065

THE HINDU-Chennai, Hyd-Metroplus Weekend(Color) + EENADU-Greater Hyd/Central/North AP

Base Rate-R	3215	3665	4110	5010	5455	5725	4560
Back Page-R	3380	3830	4275	5175	5620	5890	4725
Front Page-R	3555	4005	4450	5350	5795	6065	4900
Base Rate-N	3580	4030	4475	5375	5820	6090	4925
Back Page-N	3790	4240	4685	5585	6030	6300	5135
Front Page-N	4020	4470	4915	5815	6260	6530	5365

Combination Rates for Sundays

THE HINDU-Chennai, Hyd-Metroplus Weekend(B/W) + EENADU-Greater Hyd/Central/North AP
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col.	Inside Colour
Base Rate-R	3140	3660	4185	5230	5755	4710
Right Page-R	3315	3835	4360	5405	5930	4885
Back Page-R	3430	3950	4475	5520	6045	5000
Base Rate-N	3580	4100	4625	5670	6195	5150
Right Page-N	3850	4370	4895	5940	6465	5420
Back Page-N	4020	4540	5065	6110	6635	5590

THE HINDU-Chennai, Hyd-Metroplus Weekend(Color) + EENADU-Greater Hyd/Central/North AP

Base Rate-R	3515	4035	4560	5605	6130	5085
Back Page-R	3680	4200	4725	5770	6295	5250
Front Page-R	3855	4375	4900	5945	6470	5425
Base Rate-N	3880	4400	4925	5970	6495	5450
Back Page-N	4090	4610	5135	6180	6705	5660
Front Page-N	4320	4840	5365	6410	6935	5890

Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad-Metro Plus(B/W) + EENADU-All Editions
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	3055	3585	4115	5170	5700	6015	4645
Right Page-R	3215	3745	4275	5330	5860	6175	4805
Back Page-R	3315	3845	4375	5430	5960	6275	4905
Base Rate-N	3415	3945	4475	5530	6060	6375	5005
Right Page-N	3650	4180	4710	5765	6295	6610	5240
Back Page-N	3795	4325	4855	5910	6440	6755	5385

THE HINDU-Chennai, Hyderabad-Metro Plus(Color) + EENADU-All Edition:

Base Rate-R	3385	3915	4445	5500	6030	6345	4975
Back Page-R	3530	4060	4590	5645	6175	6490	5120
Front Page-R	3685	4215	4745	5800	6330	6645	5275
Base Rate-N	3790	4320	4850	5905	6435	6750	5380
Back Page-N	3985	4515	5045	6100	6630	6945	5575
Front Page-N	4200	4730	5260	6315	6845	7160	5790

Combination Rates for Sundays

THE HINDU-Chennai, Hyderabad-Metro Plus(B/W) + EENADU-All Editions

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate-R	3395	4010	4625	5850	6465	5235
Right Page-R	3555	4170	4785	6010	6625	5395
Back Page-R	3655	4270	4885	6110	6725	5495
Base Rate-N	3755	4370	4985	6210	6825	5595
Right Page-N	3990	4605	5220	6445	7060	5830
Back Page-N	4135	4750	5365	6590	7205	5975

THE HINDU-Chennai, Hyderabad-Metro Plus(Color) + EENADU-All Edition:

Base Rate-R	3725	4340	4955	6180	6795	5565
Back Page-R	3870	4485	5100	6325	6940	5710
Front Page-R	4025	4640	5255	6480	7095	5865
Base Rate-N	4130	4745	5360	6585	7200	5970
Back Page-N	4325	4940	5555	6780	7395	6165
Front Page-N	4540	5155	5770	6995	7610	6380

Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(B/W) + EENADU-All Editions

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	3160	3690	4220	5275	5805	6120	4750
Right Page-R	3335	3865	4395	5450	5980	6295	4925
Back Page-R	3450	3980	4510	5565	6095	6410	5040
Base Rate-N	3600	4130	4660	5715	6245	6560	5190
Right Page-N	3870	4400	4930	5985	6515	6830	5460
Back Page-N	4040	4570	5100	6155	6685	7000	5630

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(Color) + EENADU-All Edition:

Base Rate-R	3535	4065	4595	5650	6180	6495	5125
Back Page-R	3700	4230	4760	5815	6345	6660	5290
Front Page-R	3875	4405	4935	5990	6520	6835	5465
Base Rate-N	3900	4430	4960	6015	6545	6860	5490
Back Page-N	4110	4640	5170	6225	6755	7070	5700
Front Page-N	4340	4870	5400	6455	6985	7300	5930

Combination Rates for Sundays

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(B/W) + EENADU-All Editions

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate-R	3500	4115	4730	5955	6570	5340
Right Page-R	3675	4290	4905	6130	6745	5515
Back Page-R	3790	4405	5020	6245	6860	5630
Base Rate-N	3940	4555	5170	6395	7010	5780
Right Page-N	4210	4825	5440	6665	7280	6050
Back Page-N	4380	4995	5610	6835	7450	6220

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(Color) + EENADU-All Edition:

Base Rate-R	3875	4490	5105	6330	6945	5715
Back Page-R	4040	4655	5270	6495	7110	5880
Front Page-R	4215	4830	5445	6670	7285	6055

Base Rate-N	4240	4855	5470	6695	7310	6080
Back Page-N	4450	5065	5680	6905	7520	6290
Front Page-N	4680	5295	5910	7135	7750	6520

Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad-Metro Plus(B/W) + EENADU-Greater Hyderabad
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	1565	1720	1885	2195	2350	2445	2040
Right Page-R	1725	1880	2045	2355	2510	2605	2200
Back Page-R	1825	1980	2145	2455	2610	2705	2300
Base Rate-N	1925	2080	2245	2555	2710	2805	2400
Right Page-N	2160	2315	2480	2790	2945	3040	2635
Back Page-N	2305	2460	2625	2935	3090	3185	2780

THE HINDU-Chennai, Hyderabad-Metro Plus(Color) + EENADU-Greater Hyderabad

Base Rate-R	1895	2050	2215	2525	2680	2775	2370
Back Page-R	2040	2195	2360	2670	2825	2920	2515
Front Page-R	2195	2350	2515	2825	2980	3075	2670
Base Rate-N	2300	2455	2620	2930	3085	3180	2775
Back Page-N	2495	2650	2815	3125	3280	3375	2970
Front Page-N	2710	2865	3030	3340	3495	3590	3185

Combination Rates for Sundays

THE HINDU-Chennai, Hyderabad-Metro Plus(B/W) + EENADU-Greater Hyd
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate-R	1680	1910	2055	2425	2610	2240
Right Page-R	1840	2070	2215	2585	2770	2400
Back Page-R	1940	2170	2315	2685	2870	2500
Base Rate-N	2040	2270	2415	2785	2970	2600
Right Page-N	2275	2505	2650	3020	3205	2835
Back Page-N	2420	2650	2795	3165	3350	2980

THE HINDU-Chennai, Hyderabad-Metro Plus(Color) + EENADU-Greater Hyd

Base Rate-R	2010	2240	2385	2755	2940	2570
Back Page-R	2155	2385	2530	2900	3085	2715
Front Page-R	2310	2540	2685	3055	3240	2870
Base Rate-N	2415	2645	2790	3160	3345	2975
Back Page-N	2610	2840	2985	3355	3540	3170
Front Page-N	2825	3055	3200	3570	3755	3385

Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(B/W) + EENADU-Greater Hyderabad
R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate-R	1670	1825	1990	2300	2455	2550	2145
Right Page-R	1845	2000	2165	2475	2630	2725	2320
Back Page-R	1960	2115	2280	2590	2745	2840	2435
Base Rate-N	2110	2265	2430	2740	2895	2990	2585
Right Page-N	2380	2535	2700	3010	3165	3260	2855
Back Page-N	2550	2705	2870	3180	3335	3430	3025

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(Color) + EENADU-Greater Hyderabad							
Base Rate-R	2045	2200	2365	2675	2830	2925	2520
Back Page-R	2210	2365	2530	2840	2995	3090	2685
Front Page-R	2385	2540	2705	3015	3170	3265	2860
Base Rate-N	2410	2565	2730	3040	3195	3290	2885
Back Page-N	2620	2775	2940	3250	3405	3500	3095
Front Page-N	2850	3005	3170	3480	3635	3730	3325

Combination Rates for Sundays

**THE HINDU-Chennai, Hyderabad-Metroplus Weekend(B/W) + EENADU-Greater Hyderabad
R-Retail Clients N-National Clients**

(All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col.	Inside Colour
Base Rate-R	1785	2015	2160	2530	2715	2345
Right Page-R	1960	2190	2335	2705	2890	2520
Back Page-R	2075	2305	2450	2820	3005	2635
Base Rate-N	2225	2455	2600	2970	3155	2785
Right Page-N	2495	2725	2870	3240	3425	3055
Back Page-N	2665	2895	3040	3410	3595	3225

THE HINDU-Chennai, Hyderabad-Metroplus Weekend(Color) + EENADU-Greater Hyderabad

Base Rate-R	2160	2390	2535	2905	3090	2720
Back Page-R	2325	2555	2700	3070	3255	2885
Front Page-R	2500	2730	2875	3245	3430	3060
Base Rate-N	2525	2755	2900	3270	3455	3085
Back Page-N	2735	2965	3110	3480	3665	3295
Front Page-N	2965	3195	3340	3710	3895	3525

Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad City + EENADU-All Editions

R-Retail Clients N-National Clients

(All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate - R (3810	4340	4870	5925	6455	6770	5400
Base Rate - R (3925	4455	4985	6040	6570	6885	5515
Page 3 - R (Mo	4310	4840	5370	6425	6955	7270	5900
Page 3 - R (Fri	4465	4995	5525	6580	7110	7425	6055
Page 5 - R (Mo	4140	4670	5200	6255	6785	7100	5730
Page 5 - R (Fri	4210	4740	5270	6325	6855	7170	5800
Base Rate - N (4085	4615	5145	6200	6730	7045	5675
Base Rate - N (4225	4755	5285	6340	6870	7185	5815
Page 3 - N (Mo	4520	5050	5580	6635	7165	7480	6110
Page 3 - N (Fri	4700	5230	5760	6815	7345	7660	6290
Page 5 - N (Mo	4370	4900	5430	6485	7015	7330	5960
Page 5 - N (Fri	4450	4980	5510	6565	7095	7410	6040
Base Rate - R (4350	4880	5410	6465	6995	7310	5940
Base Rate - R (4500	5030	5560	6615	7145	7460	6090
FPS - R (Mon-T	5170	5700	6230	7285	7815	8130	6760
FPS - R (Fri-SU	5380	5910	6440	7495	8025	8340	6970
Page 2 - R (Mo	4350	4880	5410	6465	6995	7310	5940
Page 2 - R (Fri	4500	5030	5560	6615	7145	7460	6090
Page 3 - R (Mo	4760	5290	5820	6875	7405	7720	6350
Page 3 - R (Fri	4950	5480	6010	7065	7595	7910	6540
Page 5 - R (Mo	4615	5145	5675	6730	7260	7575	6205
Page 5 - R (Fri	4805	5335	5865	6920	7450	7765	6395

Base Rate - N (4680	5210	5740	6795	7325	7640	6270
Base Rate - N (4860	5390	5920	6975	7505	7820	6450
FPS - N (Mon-T	5660	6190	6720	7775	8305	8620	7250
FPS - N (Fri-Su	5915	6445	6975	8030	8560	8875	7505
Page 2 - N (Mo	4680	5210	5740	6795	7325	7640	6270
Page 2 - N (Fri-	4860	5390	5920	6975	7505	7820	6450
Page 3 - N (Mo	5125	5655	6185	7240	7770	8085	6715
Page 3 - N (Fri-	5350	5880	6410	7465	7995	8310	6940
Page 5 - N (Mo	4875	5405	5935	6990	7520	7835	6465
Page 5 - N (Fri-	5085	5615	6145	7200	7730	8045	6675
THE HINDU-TN, Hyderabad City + EENADU-All Editions (For Retail Clients Only)							
Base Rate (Mo	4040	4570	5100	6155	6685	7000	5630
Base Rate (Fri-	4180	4710	5240	6295	6825	7140	5770
FPS (Mon-Thu)	6005	6535	7065	8120	8650	8965	7595
FPS (Fri-Sat) C	6285	6815	7345	8400	8930	9245	7875
Page 2 (Mon-T	4730	5260	5790	6845	7375	7690	6320
Page 2 (Fri-Sur	4910	5440	5970	7025	7555	7870	6500
Page 3 (Mon-T	4650	5180	5710	6765	7295	7610	6240
Page 3 (Fri-Sur	4835	5365	5895	6950	7480	7795	6425
Page 3 (Mon-T	5355	5885	6415	7470	8000	8315	6945
Page 3 (Fri-Sur	5595	6125	6655	7710	8240	8555	7185
Page 5 (Mon-T	4445	4975	5505	6560	7090	7405	6035
Page 5 (Fri-Sur	4525	5055	5585	6640	7170	7485	6115
Page 5 (Mon-T	5200	5730	6260	7315	7845	8160	6790
Page 5 (Fri-Sur	5440	5970	6500	7555	8085	8400	7030

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

**Solus in Chennai

Combination Rates for Sundays

THE HINDU-Chennai, Hyderabad City + EENADU-All Editions

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate - R (4150	4765	5380	6605	7220	5990
Base Rate - R (4265	4880	5495	6720	7335	6105
Page 3 - R (Mo	4650	5265	5880	7105	7720	6490
Page 3 - R (Fri-	4805	5420	6035	7260	7875	6645
Page 5 - R (Mo	4480	5095	5710	6935	7550	6320
Page 5 - R (Fri-	4550	5165	5780	7005	7620	6390
Base Rate - N (4425	5040	5655	6880	7495	6265
Base Rate - N (4565	5180	5795	7020	7635	6405
Page 3 - N (Mo	4860	5475	6090	7315	7930	6700
Page 3 - N (Fri-	5040	5655	6270	7495	8110	6880
Page 5 - N (Mo	4710	5325	5940	7165	7780	6550
Page 5 - N (Fri-	4790	5405	6020	7245	7860	6630
Base Rate - R (4690	5305	5920	7145	7760	6530
Base Rate - R (4840	5455	6070	7295	7910	6680
FPS - R (Mon-T	5510	6125	6740	7965	8580	7350
FPS - R (Fri-Su	5720	6335	6950	8175	8790	7560
Page 2 - R (Mo	4690	5305	5920	7145	7760	6530
Page 2 - R (Fri-	4840	5455	6070	7295	7910	6680
Page 3 - R (Mo	5100	5715	6330	7555	8170	6940
Page 3 - R (Fri-	5290	5905	6520	7745	8360	7130
Page 5 - R (Mo	4955	5570	6185	7410	8025	6795
Page 5 - R (Fri-	5145	5760	6375	7600	8215	6985
Base Rate - N (5020	5635	6250	7475	8090	6860
Base Rate - N (5200	5815	6430	7655	8270	7040
FPS - N (Mon-T	6000	6615	7230	8455	9070	7840

FPS - N (Fri-Su)	6255	6870	7485	8710	9325	8095
Page 2 - N (Mo)	5020	5635	6250	7475	8090	6860
Page 2 - N (Fri)	5200	5815	6430	7655	8270	7040
Page 3 - N (Mo)	5465	6080	6695	7920	8535	7305
Page 3 - N (Fri)	5690	6305	6920	8145	8760	7530
Page 5 - N (Mo)	5215	5830	6445	7670	8285	7055
Page 5 - N (Fri)	5425	6040	6655	7880	8495	7265
THE HINDU-TN, Hyderabad City + EENADU-All Editions (For Retail Clients Only)						
Base Rate (Mo)	4380	4995	5610	6835	7450	6220
Base Rate (Fri)	4520	5135	5750	6975	7590	6360
FPS (Mon-Thu)	6345	6960	7575	8800	9415	8185
FPS (Fri-Sat) C	6625	7240	7855	9080	9695	8465
Page 2 (Mon-Tu)	5070	5685	6300	7525	8140	6910
Page 2 (Fri-Sur)	5250	5865	6480	7705	8320	7090
Page 3 (Mon-Tu)	4990	5605	6220	7445	8060	6830
Page 3 (Fri-Sur)	5175	5790	6405	7630	8245	7015
Page 3 (Mon-Tu)	5695	6310	6925	8150	8765	7535
Page 3 (Fri-Sur)	5935	6550	7165	8390	9005	7775
Page 5 (Mon-Tu)	4785	5400	6015	7240	7855	6625
Page 5 (Fri-Sur)	4865	5480	6095	7320	7935	6705
Page 5 (Mon-Tu)	5540	6155	6770	7995	8610	7380
Page 5 (Fri-Sur)	5780	6395	7010	8235	8850	7620

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**Solus in Chennai

Combination Rates for Weekdays

THE HINDU-Chennai, Hyd City + EENADU-Greater Hyd, Central and North AP
R-Retail Clients N-National Clients

(All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate - R (3490	3940	4385	5285	5730	6000	4835
Base Rate - R (3605	4055	4500	5400	5845	6115	4950
Page 3 - R (Mo)	3990	4440	4885	5785	6230	6500	5335
Page 3 - R (Fri)	4145	4595	5040	5940	6385	6655	5490
Page 5 - R (Mo)	3820	4270	4715	5615	6060	6330	5165
Page 5 - R (Fri)	3890	4340	4785	5685	6130	6400	5235
Base Rate - N (3765	4215	4660	5560	6005	6275	5110
Base Rate - N (3905	4355	4800	5700	6145	6415	5250
Page 3 - N (Mo)	4200	4650	5095	5995	6440	6710	5545
Page 3 - N (Fri)	4380	4830	5275	6175	6620	6890	5725
Page 5 - N (Mo)	4050	4500	4945	5845	6290	6560	5395
Page 5 - N (Fri)	4130	4580	5025	5925	6370	6640	5475
Base Rate - R (4030	4480	4925	5825	6270	6540	5375
Base Rate - R (4180	4630	5075	5975	6420	6690	5525
FPS - R (Mon-Tu)	4850	5300	5745	6645	7090	7360	6195
FPS - R (Fri-Su)	5060	5510	5955	6855	7300	7570	6405
Page 2 - R (Mo)	4030	4480	4925	5825	6270	6540	5375
Page 2 - R (Fri)	4180	4630	5075	5975	6420	6690	5525
Page 3 - R (Mo)	4440	4890	5335	6235	6680	6950	5785
Page 3 - R (Fri)	4630	5080	5525	6425	6870	7140	5975
Page 5 - R (Mo)	4295	4745	5190	6090	6535	6805	5640
Page 5 - R (Fri)	4485	4935	5380	6280	6725	6995	5830
Base Rate - N (4360	4810	5255	6155	6600	6870	5705
Base Rate - N (4540	4990	5435	6335	6780	7050	5885
FPS - N (Mon-Tu)	5340	5790	6235	7135	7580	7850	6685
FPS - N (Fri-Su)	5595	6045	6490	7390	7835	8105	6940

Page 2 - N (Mo)	4360	4810	5255	6155	6600	6870	5705
Page 2 - N (Fri)	4540	4990	5435	6335	6780	7050	5885
Page 3 - N (Mo)	4805	5255	5700	6600	7045	7315	6150
Page 3 - N (Fri)	5030	5480	5925	6825	7270	7540	6375
Page 5 - N (Mo)	4555	5005	5450	6350	6795	7065	5900
Page 5 - N (Fri)	4765	5215	5660	6560	7005	7275	6110

THE HINDU-TN, Hyd City + EENADU-Greater Hyd Central and North AP (For Retail Clients Only)

Base Rate (Mo)	3720	4170	4615	5515	5960	6230	5065
Base Rate (Fri)	3860	4310	4755	5655	6100	6370	5205
FPS (Mon-Thu)	5685	6135	6580	7480	7925	8195	7030
FPS (Fri-Sat) C	5965	6415	6860	7760	8205	8475	7310
Page 2 (Mon-Tu)	4410	4860	5305	6205	6650	6920	5755
Page 2 (Fri-Sur)	4590	5040	5485	6385	6830	7100	5935
Page 3 (Mon-Tu)	4330	4780	5225	6125	6570	6840	5675
Page 3 (Fri-Sur)	4515	4965	5410	6310	6755	7025	5860
Page 3 (Mon-Tu)	5035	5485	5930	6830	7275	7545	6380
Page 3 (Fri-Sur)	5275	5725	6170	7070	7515	7785	6620
Page 5 (Mon-Tu)	4125	4575	5020	5920	6365	6635	5470
Page 5 (Fri-Sur)	4205	4655	5100	6000	6445	6715	5550
Page 5 (Mon-Tu)	4880	5330	5775	6675	7120	7390	6225
Page 5 (Fri-Sur)	5120	5570	6015	6915	7360	7630	6465

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**Solus in Chennai

Combination Rates for Sundays

THE HINDU-Chennai, Hyd City + EENADU-Greater Hyd, Central and North AP

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
Base Rate - R (3790	4310	4835	5880	6405	5360
Base Rate - R (3905	4425	4950	5995	6520	5475
Page 3 - R (Mo)	4290	4810	5335	6380	6905	5860
Page 3 - R (Fri)	4445	4965	5490	6535	7060	6015
Page 5 - R (Mo)	4120	4640	5165	6210	6735	5690
Page 5 - R (Fri)	4190	4710	5235	6280	6805	5760
Base Rate - N (4065	4585	5110	6155	6680	5635
Base Rate - N (4205	4725	5250	6295	6820	5775
Page 3 - N (Mo)	4500	5020	5545	6590	7115	6070
Page 3 - N (Fri)	4680	5200	5725	6770	7295	6250
Page 5 - N (Mo)	4350	4870	5395	6440	6965	5920
Page 5 - N (Fri)	4430	4950	5475	6520	7045	6000
Base Rate - R (4330	4850	5375	6420	6945	5900
Base Rate - R (4480	5000	5525	6570	7095	6050
FPS - R (Mon-Tu)	5150	5670	6195	7240	7765	6720
FPS - R (Fri-Su)	5360	5880	6405	7450	7975	6930
Page 2 - R (Mo)	4330	4850	5375	6420	6945	5900
Page 2 - R (Fri)	4480	5000	5525	6570	7095	6050
Page 3 - R (Mo)	4740	5260	5785	6830	7355	6310
Page 3 - R (Fri)	4930	5450	5975	7020	7545	6500
Page 5 - R (Mo)	4595	5115	5640	6685	7210	6165
Page 5 - R (Fri)	4785	5305	5830	6875	7400	6355
Base Rate - N (4660	5180	5705	6750	7275	6230
Base Rate - N (4840	5360	5885	6930	7455	6410
FPS - N (Mon-Tu)	5640	6160	6685	7730	8255	7210
FPS - N (Fri-Su)	5895	6415	6940	7985	8510	7465
Page 2 - N (Mo)	4660	5180	5705	6750	7275	6230
Page 2 - N (Fri)	4840	5360	5885	6930	7455	6410
Page 3 - N (Mo)	5105	5625	6150	7195	7720	6675

Page 3 - N (Fri)	5330	5850	6375	7420	7945	6900
Page 5 - N (Mo)	4855	5375	5900	6945	7470	6425
Page 5 - N (Fri)	5065	5585	6110	7155	7680	6635
THE HINDU-TN, Hyd City + EENADU-Greater Hyd Central and North AP (For Retail Clients Only)						
Base Rate (Mo)	4020	4540	5065	6110	6635	5590
Base Rate (Fri)	4160	4680	5205	6250	6775	5730
FPS (Mon-Thu)	5985	6505	7030	8075	8600	7555
FPS (Fri-Sat) C	6265	6785	7310	8355	8880	7835
Page 2 (Mon-Tu)	4710	5230	5755	6800	7325	6280
Page 2 (Fri-Sur)	4890	5410	5935	6980	7505	6460
Page 3 (Mon-Tu)	4630	5150	5675	6720	7245	6200
Page 3 (Fri-Sur)	4815	5335	5860	6905	7430	6385
Page 3 (Mon-Tu)	5335	5855	6380	7425	7950	6905
Page 3 (Fri-Sur)	5575	6095	6620	7665	8190	7145
Page 5 (Mon-Tu)	4425	4945	5470	6515	7040	5995
Page 5 (Fri-Sur)	4505	5025	5550	6595	7120	6075
Page 5 (Mon-Tu)	5180	5700	6225	7270	7795	6750
Page 5 (Fri-Sur)	5420	5940	6465	7510	8035	6990

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Combination Rates for Weekdays

THE HINDU-Chennai, Hyderabad City + EENADU-Greater Hyderabad

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate - R (Mo)	2320	2475	2640	2950	3105	3200	2795
Base Rate - R (Fri)	2435	2590	2755	3065	3220	3315	2910
Page 3 - R (Mo)	2820	2975	3140	3450	3605	3700	3295
Page 3 - R (Fri)	2975	3130	3295	3605	3760	3855	3450
Page 5 - R (Mo)	2650	2805	2970	3280	3435	3530	3125
Page 5 - R (Fri)	2720	2875	3040	3350	3505	3600	3195
Base Rate - N (Mo)	2595	2750	2915	3225	3380	3475	3070
Base Rate - N (Fri)	2735	2890	3055	3365	3520	3615	3210
Page 3 - N (Mo)	3030	3185	3350	3660	3815	3910	3505
Page 3 - N (Fri)	3210	3365	3530	3840	3995	4090	3685
Page 5 - N (Mo)	2880	3035	3200	3510	3665	3760	3355
Page 5 - N (Fri)	2960	3115	3280	3590	3745	3840	3435
Base Rate - R (Mo)	2860	3015	3180	3490	3645	3740	3335
Base Rate - R (Fri)	3010	3165	3330	3640	3795	3890	3485
FPS - R (Mon-Thu)	3680	3835	4000	4310	4465	4560	4155
FPS - R (Fri-Su)	3890	4045	4210	4520	4675	4770	4365
Page 2 - R (Mo)	2860	3015	3180	3490	3645	3740	3335
Page 2 - R (Fri)	3010	3165	3330	3640	3795	3890	3485
Page 3 - R (Mo)	3270	3425	3590	3900	4055	4150	3745
Page 3 - R (Fri)	3460	3615	3780	4090	4245	4340	3935
Page 5 - R (Mo)	3125	3280	3445	3755	3910	4005	3600
Page 5 - R (Fri)	3315	3470	3635	3945	4100	4195	3790
Base Rate - N (Mo)	3190	3345	3510	3820	3975	4070	3665
Base Rate - N (Fri)	3370	3525	3690	4000	4155	4250	3845
FPS - N (Mon-Thu)	4170	4325	4490	4800	4955	5050	4645
FPS - N (Fri-Su)	4425	4580	4745	5055	5210	5305	4900
Page 2 - N (Mo)	3190	3345	3510	3820	3975	4070	3665
Page 2 - N (Fri)	3370	3525	3690	4000	4155	4250	3845
Page 3 - N (Mo)	3635	3790	3955	4265	4420	4515	4110
Page 3 - N (Fri)	3860	4015	4180	4490	4645	4740	4335

Page 5 - N (Mo)	3385	3540	3705	4015	4170	4265	3860
Page 5 - N (Fri)	3595	3750	3915	4225	4380	4475	4070
THE HINDU-TN, Hyderabad City + EENADU-Greater Hyderabad (For Retail Clients Only)							
Base Rate (Mo)	2550	2705	2870	3180	3335	3430	3025
Base Rate (Fri)	2690	2845	3010	3320	3475	3570	3165
FPS (Mon-Thu)	4515	4670	4835	5145	5300	5395	4990
FPS (Fri-Sat) C	4795	4950	5115	5425	5580	5675	5270
Page 2 (Mon-Tu)	3240	3395	3560	3870	4025	4120	3715
Page 2 (Fri-Sur)	3420	3575	3740	4050	4205	4300	3895
Page 3 (Mon-Tu)	3160	3315	3480	3790	3945	4040	3635
Page 3 (Fri-Sur)	3345	3500	3665	3975	4130	4225	3820
Page 3 (Mon-Tu)	3865	4020	4185	4495	4650	4745	4340
Page 3 (Fri-Sur)	4105	4260	4425	4735	4890	4985	4580
Page 5 (Mon-Tu)	2955	3110	3275	3585	3740	3835	3430
Page 5 (Fri-Sur)	3035	3190	3355	3665	3820	3915	3510
Page 5 (Mon-Tu)	3710	3865	4030	4340	4495	4590	4185
Page 5 (Fri-Sur)	3950	4105	4270	4580	4735	4830	4425

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

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**Solus in Chennai

Combination Rates for Sundays

THE HINDU-Chennai, Hyderabad City + EENADU-Greater Hyderabad

R-Retail Clients N-National Clients (All Rates in Rs. Per Sq. Cm)

	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Cir	FP Col.	Inside Colour
Base Rate - R (Mo)	2435	2665	2810	3180	3365	2995
Base Rate - R (Fri)	2550	2780	2925	3295	3480	3110
Page 3 - R (Mo)	2935	3165	3310	3680	3865	3495
Page 3 - R (Fri)	3090	3320	3465	3835	4020	3650
Page 5 - R (Mo)	2765	2995	3140	3510	3695	3325
Page 5 - R (Fri)	2835	3065	3210	3580	3765	3395
Base Rate - N (Mo)	2710	2940	3085	3455	3640	3270
Base Rate - N (Fri)	2850	3080	3225	3595	3780	3410
Page 3 - N (Mo)	3145	3375	3520	3890	4075	3705
Page 3 - N (Fri)	3325	3555	3700	4070	4255	3885
Page 5 - N (Mo)	2995	3225	3370	3740	3925	3555
Page 5 - N (Fri)	3075	3305	3450	3820	4005	3635
Base Rate - R (Mo)	2975	3205	3350	3720	3905	3535
Base Rate - R (Fri)	3125	3355	3500	3870	4055	3685
FPS - R (Mon-Thu)	3795	4025	4170	4540	4725	4355
FPS - R (Fri-Su)	4005	4235	4380	4750	4935	4565
Page 2 - R (Mo)	2975	3205	3350	3720	3905	3535
Page 2 - R (Fri)	3125	3355	3500	3870	4055	3685
Page 3 - R (Mo)	3385	3615	3760	4130	4315	3945
Page 3 - R (Fri)	3575	3805	3950	4320	4505	4135
Page 5 - R (Mo)	3240	3470	3615	3985	4170	3800
Page 5 - R (Fri)	3430	3660	3805	4175	4360	3990
Base Rate - N (Mo)	3305	3535	3680	4050	4235	3865
Base Rate - N (Fri)	3485	3715	3860	4230	4415	4045
FPS - N (Mon-Thu)	4285	4515	4660	5030	5215	4845
FPS - N (Fri-Su)	4540	4770	4915	5285	5470	5100
Page 2 - N (Mo)	3305	3535	3680	4050	4235	3865
Page 2 - N (Fri)	3485	3715	3860	4230	4415	4045
Page 3 - N (Mo)	3750	3980	4125	4495	4680	4310
Page 3 - N (Fri)	3975	4205	4350	4720	4905	4535

Page 5 - N (Mo)	3500	3730	3875	4245	4430	4060
Page 5 - N (Fri)	3710	3940	4085	4455	4640	4270
THE HINDU-TN, Hyderabad City + EENADU-Greater Hyderabad (For Retail Clients Only)						
Base Rate (Mo)	2665	2895	3040	3410	3595	3225
Base Rate (Fri)	2805	3035	3180	3550	3735	3365
FPS (Mon-Thu)	4630	4860	5005	5375	5560	5190
FPS (Fri-Sat) C	4910	5140	5285	5655	5840	5470
Page 2 (Mon-Tu)	3355	3585	3730	4100	4285	3915
Page 2 (Fri-Sur)	3535	3765	3910	4280	4465	4095
Page 3 (Mon-Tu)	3275	3505	3650	4020	4205	3835
Page 3 (Fri-Sur)	3460	3690	3835	4205	4390	4020
Page 3 (Mon-Tu)	3980	4210	4355	4725	4910	4540
Page 3 (Fri-Sur)	4220	4450	4595	4965	5150	4780
Page 5 (Mon-Tu)	3070	3300	3445	3815	4000	3630
Page 5 (Fri-Sur)	3150	3380	3525	3895	4080	3710
Page 5 (Mon-Tu)	3825	4055	4200	4570	4755	4385
Page 5 (Fri-Sur)	4065	4295	4440	4810	4995	4625

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**Solus in Chennai

Combination Rates for Weekdays

(All Rates in Rs. Per Sq. Cm)

NDU - Southern	EENADU - All Editions						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/RT+ P Ctr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate (Mo)	4800	5330	5860	6915	7445	7760	6390
Basic Rate (Fri)	5020	5550	6080	7135	7665	7980	6610
Colour Combinations							
Front Page Sol	8210	8740	9270	10325	10855	11170	9800
Front Page Sol	8720	9250	9780	10835	11365	11680	10310
Basic Rate (Mo)	6465	6995	7525	8580	9110	9425	8055
Basic Rate (Fri)	6830	7360	7890	8945	9475	9790	8420
Any Right Page	6800	7330	7860	8915	9445	9760	8390
Any Right Page	7195	7725	8255	9310	9840	10155	8785
Sports Page (M)	7195	7725	8255	9310	9840	10155	8785
Sports Page (F)	7615	8145	8675	9730	10260	10575	9205
Back Page (Mo)	7390	7920	8450	9505	10035	10350	8980
Back Page (Fri)	7825	8355	8885	9940	10470	10785	9415

* Standard Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page or Position

A Premium of 50% would apply for Specified Page and Position

A Premium of 50% would apply for Page 7 (B/W) or Back Page (B/W)

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates for Sundays

(All Rates in Rs. Per Sq. Cm)

NDU - Southern	EENADU - All Editions						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/RT+ P Ctr	FP Col.	Inside Colour	Sunday Mag
B/W Combinations							
Basic Rate (Mo)	5140	5755	6370	7595	8210	6980	5140
Basic Rate (Fri)	5360	5975	6590	7815	8430	7200	5360
Colour Combinations							
Front Page Sol	8550	9165	9780	11005	11620	10390	8550
Front Page Sol	9060	9675	10290	11515	12130	10900	9060

Basic Rate (Mo)	6805	7420	8035	9260	9875	8645	6805
Basic Rate (Fri)	7170	7785	8400	9625	10240	9010	7170
Any Right Page	7140	7755	8370	9595	10210	8980	7140
Any Right Page	7535	8150	8765	9990	10605	9375	7535
Sports Page (M)	7535	8150	8765	9990	10605	9375	7535
Sports Page (F)	7955	8570	9185	10410	11025	9795	7955
Back Page (Mo)	7730	8345	8960	10185	10800	9570	7730
Back Page (Fri)	8165	8780	9395	10620	11235	10005	8165

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Combination Rates for Weekdays

(All Rates in Rs. Per Sq. Cm)

IDU - Southern	EENADU - Greater Hyderabad+Central and North Andhra						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate (Mo)	4480	4930	5375	6275	6720	6990	5825
Basic Rate (Fri)	4700	5150	5595	6495	6940	7210	6045
Colour Combinations							
Front Page Sol	7890	8340	8785	9685	10130	10400	9235
Front Page Sol	8400	8850	9295	10195	10640	10910	9745
Basic Rate (Mo)	6145	6595	7040	7940	8385	8655	7490
Basic Rate (Fri)	6510	6960	7405	8305	8750	9020	7855
Any Right Page	6480	6930	7375	8275	8720	8990	7825
Any Right Page	6875	7325	7770	8670	9115	9385	8220
Sports Page (M)	6875	7325	7770	8670	9115	9385	8220
Sports Page (F)	7295	7745	8190	9090	9535	9805	8640
Back Page (Mo)	7070	7520	7965	8865	9310	9580	8415
Back Page (Fri)	7505	7955	8400	9300	9745	10015	8850

* Specified Sizes only

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Combination Rates for Sundays

(All Rates in Rs. Per Sq. Cm)

IDU - Southern	EENADU - Greater Hyderabad+Central and North Andhra					
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col.	Inside Colour
B/W Combinations						
Basic Rate (Mo)	4780	5300	5825	6870	7395	6350
Basic Rate (Fri)	5000	5520	6045	7090	7615	6570
Colour Combinations						
Front Page Sol	8190	8710	9235	10280	10805	9760
Front Page Sol	8700	9220	9745	10790	11315	10270
Basic Rate (Mo)	6445	6965	7490	8535	9060	8015
Basic Rate (Fri)	6810	7330	7855	8900	9425	8380
Any Right Page	6780	7300	7825	8870	9395	8350
Any Right Page	7175	7695	8220	9265	9790	8745
Sports Page (M)	7175	7695	8220	9265	9790	8745

Sports Page (F)	7595	8115	8640	9685	10210	9165
Back Page (Mo)	7370	7890	8415	9460	9985	8940
Back Page (Fri)	7805	8325	8850	9895	10420	9375

* Specified Sizes only

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Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates for Weekdays

(All Rates in Rs. Per Sq. Cm)

IDU - Southern	EENADU -Greater Hyderabad						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate (Mo)	3310	3465	3630	3940	4095	4190	3785
Basic Rate (Fri)	3530	3685	3850	4160	4315	4410	4005
Colour Combinations							
Front Page Sol	6720	6875	7040	7350	7505	7600	7195
Front Page Sol	7230	7385	7550	7860	8015	8110	7705
Basic Rate (Mo)	4975	5130	5295	5605	5760	5855	5450
Basic Rate (Fri)	5340	5495	5660	5970	6125	6220	5815
Any Right Page	5310	5465	5630	5940	6095	6190	5785
Any Right Page	5705	5860	6025	6335	6490	6585	6180
Sports Page (M)	5705	5860	6025	6335	6490	6585	6180
Sports Page (F)	6125	6280	6445	6755	6910	7005	6600
Back Page (Mo)	5900	6055	6220	6530	6685	6780	6375
Back Page (Fri)	6335	6490	6655	6965	7120	7215	6810

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Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates for Sundays

(All Rates in Rs. Per Sq. Cm)

IDU - Southern	EENADU -Greater Hyderabad					
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Cir	FP Col.	Inside Colour
B/W Combinations						
Basic Rate (Mo)	3425	3655	3800	4170	4355	3985
Basic Rate (Fri)	3645	3875	4020	4390	4575	4205
Colour Combinations						
Front Page Sol	6835	7065	7210	7580	7765	7395
Front Page Sol	7345	7575	7720	8090	8275	7905
Basic Rate (Mo)	5090	5320	5465	5835	6020	5650
Basic Rate (Fri)	5455	5685	5830	6200	6385	6015
Any Right Page	5425	5655	5800	6170	6355	5985
Any Right Page	5820	6050	6195	6565	6750	6380
Sports Page (M)	5820	6050	6195	6565	6750	6380
Sports Page (F)	6240	6470	6615	6985	7170	6800
Back Page (Mo)	6015	6245	6390	6760	6945	6575
Back Page (Fri)	6450	6680	6825	7195	7380	7010

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 Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

**The following rates can be added on for The Hindu with
 (All Rates in Rs. Per Sq. Cm)**

Edition	B/W		Colour		
	Base Rate	Page 3	FPS	Base Rate	Page 3/5
Rayalaseema	80	90	120	95	105
Tirupati	85	95	125	100	110
AP Split	120	135	200	150	170
Vizag	100	-	-	120	-
Vijayawada	100	115	145	120	135

Combination Rate for Appointments

(All Rates in Rs. Per Sq. Cm)

THE HINDU	EENADU		
	Greater Hyderabad	Hyderabad & Central + North Andhra	All Editions
Andhra Pradesh			
B/W	920	2090	2410
Colour	1490	3530	4095
Golden Triangle (CHN+KTK+HYD) - IT			
B/W	1670	2840	3160
Colour	2375	4415	4980
Golden Triangle (CHN+KTK+HYD) - Non IT			
B/W	1765	2935	3255
Colour	2500	4540	5105
All Editions			
B/W	1975	3145	3465
Colour	2730	4770	5335