



REVISED RATE CARD
WITH EFFECT FROM
1-10-2011




EENADU STHIRASTHI
ADVERTISEMENT TARIFF
(SATURDAY ONLY)

FOR HYDERABAD CITY (In Broad sheet)

CLASSIFIED LINES

B & W Upto 5 lines	:	Rs.670/-
For each additional line	:	Rs. 100/-

DISPLAY COLOUR

Front Page (Min. Size 12 Cm W x 15 Cm H)	:	Rs.770/- per sq.cm.
Back Page	:	Rs.665/- per sq.cm.
Inside Page	:	Rs.575/- per sq.cm.
Island Position/Skybus in Front Page	:	Rs.1080/- per sq.cm.
Island Position in Back Page	:	Rs.950/- per sq.cm.
Island Position in Inside Pages	:	Rs.855/- per sq.cm.
Ear Panel Colour 8 cms.(W) x 4 cms.(H)	:	Rs.32200/-

CLASSIFIED DISPLAY (3 Cms. Width)

Single Column only.

Colour	:	Rs.385/- per sq.cm.
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Note: 1) Acceptable sizes in island position for front page are 8x10, 12x15, or 16x15.
2) 5+1 Scheme is applicable.



REVISED RATE CARD
WITH EFFECT FROM
1-10-2011

EENADU



EENADU STHIRASTHI
ADVERTISEMENT TARIFF
(SUNDAY ONLY) (In TABLOID)

FOR VIJAYAWADA CITY+KRISHNA DIST
AND
VISAKHAPATNAM CITY+VSP DIST

DISPLAY	B/W Rs per Sq.Cm	COLOUR Rs per Sq.Cm
VIJAYAWADA CITY+KRISHNA DIST	260	393
VISAKHAPATNAM CITY+VSP DIST	255	383

Note: 5+1 Scheme is applicable.

CLASSIFIEDS COLOUR ADVERTISEMENTS TARIFF
(FOR SUNDAY SUPPLEMENT ONLY)

	VISAKHAPATNAM CITY	VIJAYAWADA CITY			
Classified Display per Sq. Cm.	Rs.185	Rs.185			
Classified Display front page per Sq. Cm.	Rs.280	Rs.280			
Island position in front page per Sq. Cm. (Min. size W 6.2 Cms x H 6 Cms.) (Max. size W 12.6 Cms x H 12 Cms.)	Rs.420	Rs.420			
Ear panel in front page (only one panel) (Size W 6.2 Cms. X H 5 Cms.)	Rs.10000	Rs.10000			
Sizes acceptable in front page are:					
No. of Columns	2 Columns	3 Columns	4 Columns	6 Columns	8 Columns
Billing Space in Sq. Cms. (width x Height)	6.2 Cms X 8 Cms	9.4 Cms X 8 Cms	12.6 Cms X 8 Cms	19.0 Cms X 8 Cms	25.5 Cms X 8 Cms

Terms & Conditions:

- 1) Classifieds Column width is 3 Cms.
- 2) Multi district discount is not applicable.
- 3) For Classified Display minimum space should be 6 Sq. Cms.
- 4) No category captions or pictograms will be given.
- 5) Either single colour or multi colour ads will only be accepted.
- 6) Classifieds Display Rate is not applicable to Education (Schools, Colleges), Wanted, Legal, Government & all types of personal categories.