

Deccan Chronicle Holdings Limited

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Deccan Chronicle Printed from Hyderabad, Chennai, Bangalore, Coimbatore, Kochi, Trivandrum, Kozikhode, Vijayawada, Visakhapatnam, Rajahmundry, Ananthapur, Karimnagar & Nellore	Financial Chronicle Printed from Mumbai, Delhi, Chennai Bangalore & Hyderabad
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The Asian Age Printed from New Delhi, Mumbai, Kolkata & London	Andhra Bhoomi Printed from Hyderabad, Vijayawada, Visakhapatnam, Rajahmundry, Ananthapur, Karimnagar & Nellore
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Revised Advertisement Rates Effective from 4th August , 2014 (Rates per sq cms)

	Inside	Inside	Front	Back	Navigator
	B&W	Colour	Page (Clr)	Page (Clr)	
Display / Tender / Political / Financial / Notice	Rs.	Rs.	Rs.	Rs.	Rs.
DECCAN CHRONICLE					
DC Group- DC+FC+AB+TAA- All Editions	9,940.00	12,420.00	24,840.00	16,490.00	29,800.00
DC + TAA All editions	7,450.00	9,360.00	18,720.00	13,670.00	25,670.00
DC+AB All Editions	7,700.00	9,275.00	18,550.00	12,250.00	22,600.00
DC + FC- Bangalore+Chennai+ Hyderabad	5,300.00	6,625.00	13,250.00	9,360.00	10,760.00
DC All Editions	5,880.00	7,285.00	14,570.00	10,240.00	18,870.00
DC Blr + Chn+ Hyd.	5,050.00	5,820.00	11,425.00	8,200.00	15,270.00
AP Editions	5,140.00	5,390.00	10,765.00	7,490.00	13,820.00
Hyderabad	4,225.00	4,480.00	8,940.00	6,200.00	11,350.00
Chennai	1,940.00	2,110.00	4,225.00	2,980.00	5,540.00
Bangalore	1,570.00	1,655.00	3,310.00	2,230.00	4,220.00
Coimbatore	830.00	990.00	1,990.00	1,320.00	2,970.00
Kochi	360.00	550.00			
Trivandrum	360.00	550.00			
Kozikhode	360.00	550.00			
Vijayawada	830.00	990.00	1,990.00	1,320.00	2,480.00
Vishakapatnam	830.00	990.00	1,990.00	1,320.00	2,480.00
Karimnagar	830.00	990.00	1,990.00	1,320.00	2,480.00
Nellore	830.00	990.00	1,990.00	1,320.00	2,480.00
Anantapur	830.00	990.00	1,990.00	1,320.00	2,480.00
Rajahmundry	830.00	990.00	1,990.00	1,320.00	2,480.00
FINANCIAL CHRONICLE					
FC All Editions	1,150.00	1,320.00	3,050.00	2,650.00	
FC- Bangalore+Chennai+ Hyderabad	910.00	1,080.00	2,160.00	1,370.00	
Hyderabad	420.00	490.00	990.00	700.00	
Chennai	420.00	490.00	990.00	700.00	
Bangalore	420.00	490.00	990.00	700.00	
New Delhi	420.00	490.00	990.00	700.00	
Mumbai	420.00	490.00	990.00	700.00	
THE ASIAN AGE					
The Asian Age - All India editions	1,650.00	2,110.00	4,225.00	2,970.00	6,330.00
Mumbai	690.00	910.00	1,825.00	1,320.00	2,730.00
New Delhi	570.00	700.00	1,410.00	990.00	2,070.00
Kolkata	630.00	800.00	1,610.00	1,030.00	2,400.00
London (International Edition)	910.00	1,380.00	2,750.00	1,930.00	

Andhra Bhoomi Daily (Telugu)						
All A. P. Editions	1,945.00	2,365.00	3,480.00	2,290.00	4,220.00	
Individual editions	700.00	1,400.00	1,890.00	1,720.00	2,290.00	
GUARANTEED PAGE & POSITION PREMIUM						
PAGE 3	30% EXTRA ON RESPECTIVE RATES					
PAGE 5	25% EXTRA ON RESPECTIVE RATES					
PAGE 3 TOP OF COLUMN	30% + 25% EXTRA ON RESPECTIVE RATES					
ANY SPECIFIED PAGE	25% EXTRA ON RESPECTIVE RATES					
ANY SPECIFIED PAGE & POSITION	40% EXTRA ON RESPECTIVE RATES					
(OTHER THAN PAGE 3 & 5)						
GUARANTEED SOLUS ON FRONT PAGE (MIN. 16CM X 25 CM)	25% EXTRA ON 16CM X 25 CM					
CANCELLATION / POSTPONEMENT CHARGES						
Time of cancellation / Postponement	Premium	Non Premium				
	position	position				
72 hours in advance of printing time	20%	-				
48 hours in advance of printing time	35%	10%				
24 hours in advance of printing time	50%	20%				
24 to 5 hours in advance of printing time	100%	30%				
Less than 5 hours in advance of printing time	100%	100%				
Printing time is midnight for Main edition, 4pm on earlier day for City Chronicle, and 3 days in advance for Sunday Chronicle						
DIMENSIONS						
Navigator Dimensions 33.2 cm x 6 cms						
Front Page Ad Dimensions Width 12 cms min / 16cms max, Height 20 cms min / 25 cms max.						
Alternative front page ad dimensions 33.2 cm x 15 cm min / 17.5 cm max.						
Full page 33.2 cms (width) x 51 cms (height)						
Tabloid / Supplement Rates - Daily Tabloid and other supplements						
	Inside	Inside	Front Page	Back Page	Navigator	Party Page
	B & W	Colour				
DC Tab Blr+ Chn+ Hyd.	3,970.00	4,800.00	6,625.00	5,800.00	8,855.00	5,880.00
FC Tab Blr+ Chn+ Hyd.	490.00	490.00				
DC All Editions	4,970.00	5,800.00	8,280.00	7,260.00	11,250.00	7,490.00
FC Supplement All Editions	480.00	580.00				
DC Tab AP Editions	3,820.00	4,630.00	6,460.00	6,050.00	8,280.00	5,760.00
Hyderabad Chronicle	2,980.00	3,800.00	4,800.00	4,400.00	6,170.00	4,115.00
Chennai Chronicle	1,490.00	1,780.00	2,350.00	2,065.00	3,310.00	1,945.00
Bangalore Chronicle	1,030.00	1,090.00	1,825.00	1,655.00	2,520.00	1,715.00
Individual Edition of DC	385.00	470.00	515.00	420.00	710.00	400.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)						
Sunday Chronicle - DC All editions	5,380.00	6,455.00	7,540.00	9,380.00	10,285.00	

Appointments (Career Chronicle)		
(Thursday only)		
	B&W	Colour
Special Packages	Rs.	Rs.
DC -Bangalore + Chennai+ Hyderabad	1,820.00	2,400.00
FC -Bangalore + Chennai+ Hyderabad	580.00	660.00
FC All Editions	1,030.00	1,080.00
DC All Editions	2,160.00	2,740.00
AP Editions	1,525.00	1,580.00
Hyderabad	1,225.00	1,370.00
Chennai	780.00	925.00
Bangalore	490.00	625.00
Individual Edition of DC	290.00	340.00
(Other than Hyd, Chn. , Blr, Kochi, Coimb, TVM., & KZK.)		
Note: Advertisements will be accepted in multiples of 8 cms in width for career chronicle		