

1st March 2016

Dear Business Associates:

ADVERTISEMENT RATE REVISION WITH EFFECT FROM 01.04.2016

At the outset we would like to thank you for your support and cooperation in helping DINAKARAN remain as the much sought after Tamil daily. DINAKARAN Presently has an ABC certified circulation of 11,76,299 (ABC Jan.-Jun. 2015).

Due to the continued increase in newsprint prices and increase in the cost of ink and other associated material has forced us to increase our advertisement rates **with effect from 1st April 2016**. Following are the display rates:-

| EDITION | DISPLAY RATES FOR B & W ADVERTISEMENTS PER SQUARE CENTIMETRE (IN RUPEES) | |
|-------------------|--|---------|
| | WEEK DAYS | SUNDAYS |
| CHENNAI | 715 | 725 |
| COIMBATORE | 201 | 203 |
| MADURAI | 206 | 208 |
| TRICHY | 200 | 202 |
| SALEM | 143 | 145 |
| VELLORE | 100 | 102 |
| TIRUNELVELI | 97 | 99 |
| NAGERCOIL | 78 | 80 |
| PONDICHERRY | 132 | 134 |
| BANGALORE | 83 | 85 |
| MUMBAI | 136 | 138 |
| DELHI | 96 | 98 |
| TAMILNADU & PONDY | 1870 | 1872 |
| ALL EDITIONS | 2035 | 2037 |

COLOUR: 100% EXTRA; FRONT PAGE: 100% EXTRA; THIRD PAGE: 25% EXTRA;
BACK PAGE : 50% EXTRA

You will note that we have kept the increase to the barest minimum to make it a very cost effective medium for advertisers. We are sure DINAKARAN will continue to evoke the response like no other Tamil Daily does and we look forward to your continued support at all times.

With regards,

Yours faithfully,


B. RAJESH KANNAN
CHIEF GENERAL MANAGER- MARKETING

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