

Malayala Manorama

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KOTTAYAM-KOZHIKODE-KOCHI-THIRUVANANTHAPURAM-PALAKKAD-KANNUR-KOLLAM-ALAPPUZHA- THRISSUR-MALAPPURAM-PATHANAMTHITTA-MUMBAI-CHENNAI-BANGALORE-DELHI-GULF DISPLAY / CLASSIFIED DISPLAY - DOMESTIC ADVERTISEMENT RATES WITH EFFECT FROM 1st APRIL 2016

Editions (Rate in Rs./Sq.Cm.)	Base Rate Commercial Colour	Premium For						Discount For						
		Financial/ Political	Front Page	Page 3 / Back	Night News Page	Page 5 / Busin- ess	Specified Page/ Position	Personal		Avasarungal		Tender/ Notice		B&W Others
								B&W	Colour	B&W	Colour	B&W	Colour	
Inside Kerala Editions														
All Kerala	4200	400	3800	1700	1150	550	550	2650	1650	2200	350	2400	550	2000
Kottayam	695	70	625	280	190	85	85	475	335	370	60	405	85	335
Kozhikode	505	50	455	200	140	65	65	345	245	270	45	295	65	245
Kochi	1035	105	930	415	285	130	130	705	490	550	90	605	130	500
Thiruvananthapuram	695	70	625	280	190	85	85	500	375	370	60	405	85	335
Palakkad	420	40	380	170	115	55	55	295	210	220	35	240	55	200
Kannur	420	40	380	170	115	55	55	315	245	220	35	240	55	200
Kollam	465	45	420	185	130	60	60	325	235	250	40	270	60	225
Thrissur	525	55	475	210	145	65	65	365	265	275	45	305	65	250
Malappuram	420	40	380	170	115	55	55	310	240	220	35	240	55	200
Pathanamthitta	465	45	420	185	130	60	60	305	205	250	40	270	60	225
Alappuzha	430	45	385	170	120	55	55	270	170	225	40	250	55	205
Outside Kerala Editions														
Mumbai	135	15	120	55	35	15	15	80	40	70	10	80	15	65
Bangalore	145	15	130	60	40	20	20	85	45	75	15	85	20	70
Chennai	105	10	95	40	30	15	15	65	40	55	10	60	15	50
Delhi	125	15	115	50	35	15	15	80	50	65	10	75	15	60
Mumbai+Bangalore+Chennai+Delhi	455	45	410	180	125	55	55	265	135	250	40	270	55	225
Overseas	760	75	685	305	210	95	95	365	130	405	50	440	85	365
Kerala + Outside Kerala Editions														
All India	4600	450	4140	1850	1250	600	600	2800	1800	2450	400	2650	600	2200
All Editions (India + Overseas)	5050	500	4545	2000	1400	650	650	3100	2050	2650	450	2900	650	2400
All Kerala + Overseas Editions	4700	450	4230	1900	1300	600	600	2900	1900	2500	400	2700	600	2250
Book Publishers/Book Sellers														
All India	4550													2200
All Kerala	4150													2000
Personal Ads: Add on rate for Gulf with any Indian edition														
Add on rate for Gulf with Indian edition	760							610	510					

Page 2 (B&W) - 25 % extra

Appointment advertisements on main issue - 15% extra

Double Column advertisement in obituary page - 50% extra

13 cm - 15 cm x 1 col. advertisement in obituary page - 25% extra

Above 15 cm x 1 col. advertisement in obituary page (Height 16 cm & above) - 50% extra

Island position other than front page (min. size: 5 cm x 1 col) - 100% extra

B&W Discount is not applicable for Front Page

Specified Position Premium is applicable for 1st page of supplements

Column width: 1 column: 3.8 cm, 2 column: 8.0 cm, 3 column: 12.2 cm, 4 column: 16.3 cm,

5 column: 20.5 cm, 6 column: 24.6 cm, 7 column: 28.8 cm, 8 column: 33.0 cm.

PERSONAL: Obituary, In Memoriam, Sanchayanam, Wedding, Wedding Anniversary, Situations required, Scholarship, Missing, Lost, Matrimonial, Achievements, Birthday Greetings, Retirements, Bon-voyage, Thanks Giving and Kodipathi

@ AVASARANGAL (Appointment Supplement - on every Wednesdays): No. of column will be 10 and ads acceptable in double column width only.

Column width: 2 col.: 6.3 cm, 4 col.: 12.9 cm, 6 col.: 19.5 cm, 8 col.: 26.1 cm, 10 col.: 33.0 cm

@ Avasarungal Advertisement

This special rate is for appointment supplement "Avasarungal", which will be published on every Wednesdays.

Appointment ads in main Daily issue will be charged 15% extra on commercial rate.

& Tenders/Notices: This special rate is only for Tenders/Notices supplement/section on every Tuesday