

Business Standard Display Advertisement Rates

DISPLAY & FINANCE

BS-English Single			Package Rates								
Region	Edn (B&W)	Edn (Color)	Region	Any 1 (B&W)	Any 1 (Color)	Any 2 (B&W)	Any 2 (Color)	Any 3 (B&W)	Any 3 (Color)	All Editions (B&W)	All Edns (Color)
North			North	296	451	280	426	240	366		
Delhi + Lucknow	255	388	East	162	247	153	233	131	200		
Chandigarh	65	99	West	296	451	280	426	240	366		
East			South	208	317	197	300	169	257		
Kolkatta	115	175									
Bhubneshwar	60	91	All Editions							650	990
West										Position Premiums	
Mumbai + Pune	240	366								Front page solus of Section I	100%
Ahmedabad	80	122								Page 3 of Section I	35%
South										Back page of Section I	35%
Chennai + Kochi	73	111								Front page solus of Section II	25%
Bangalore	85	129								Any other guaranteed page	40%
Hyderabad	67	102								Any other guaranteed position	25%
BS-Hindi			B & W				Colour				
Delhi							137				205
Munbai							68				102
Kolkata							55				83
Lucknow							50				75
Chandigarh							65				98
Bhopal							50				75
Patna							45				68
All Editions							376				564

Note : The above tariff may have changed. Please call us and confirm the rates before proceeding.