



Advertisement Tariff (Rate Card) of Deccan Chronicle, Entertainment & TV Guide, Weekend Culture, Ear Panels, Counter Point

Advertisement Rates Effective 4th of August, 2014 (Rates per Sq. cms)

WEEKEND CULTURE		
Entertainment rate		
Cinema/Drama/Musical Programmes./Cul. Events	1,720.00	1,945.00

EAR PANELS: (Per Panel)		
DC All Editions		64,580.00
DC AP Editions		60,480.00
DC Hyderabad		54,650.00
DC+AB AP Editions		62,930.00
DC+AB Hyderabad Editions		57,960.00
Chennai		18,220.00
Bangalore		14,900.00
Coimbatore		5,040.00
Kochi		5,040.00
Trivandrum		5,040.00
Kozikhode		5,040.00

COUNTER POINT (COLOUR ONLY)		
DC All		180,000.00
DC AP + Chennai+ Blr.		144,000.00
AP Editions		124,200.00
AP Min 12 insertions in 3 months		115,920.00
Chennai		33,120.00
Bangalore		19,870.00