

# Advertisement Tariff (Rate Card) of Deccan Herald & Prajavani

Advertisement Tariff effective from 15th Feb 2012 (Rates for Sq.cm.)



MAIN ISSUE	Black & White	Colour
Basic Rate	1200	1800
Front Page	NA	2500
Back Page	1500	1960
Page-3	1500	1960
Audited / Unaudited	715	1075
<b>BANGALORE CITY (Zonal)</b>	Black & White	Colour
PAGE-2	650	900
PAGE-3	750	1150
Front Page	NA	1575
<b>METRO LIFE</b>	Black & White	Colour
Basic	500	600
Front Page	NA	850
Back Page	NA	750
<b>DH-AVENUES</b>	Black & White	Colour
Basic	550	600
Front Page	NA	900
MAIN ISSUE (APPTS.)	Main edition rates will apply	
<b>DH-REALTY / HI LIFE</b>	Black & White	Colour
Basic	500	670
Front Page	NA	850
<b>DH-EDUCATION/ WHEELS</b>	Black & White	Colour
Basic	550	700
Front Page	650	860
<b>DH-LIVING / SUNDAY HERALD / HEALTH</b>	Black & White	Colour
Basic	550	700
Front Page	650	860

### SPECIAL CATEGORIES

OBITUARY	400	THANKS GIVING (5X1)	1600
MISSING	400	SPECIAL MESSAGE	17000
POINTER	35000	BOX TYPE PANEL (5X2)	9000
CINEMA COLOUR	100	BOX TYPE PANEL (10X2)	15000



MAIN ISSUE	Black & White	Colour
Basic Rate	1275	1850
Front Page	NA	2600
Back Page	1550	2100
Page-3	1550	2100
Audited / Unaudited	790	1200
<b>BANGALORE CITY (Zonal)</b>	Black & White	Colour
PAGE-2	700	1000
PAGE-3	800	1200
Front Page	NA	1600
<b>METRO LIFE</b>	Black & White	Colour
Basic	550	650
Front Page	NA	900
Back Page	NA	800
<b>PV-AVENUES</b>	Black & White	Colour
Appointment Ads	605	900
<b>SUDHA</b>	Black & White	Colour
Full Page (Per Insertion)	40,000	80,000
Half Page (Per Insertion)	20,000	40,000
<b>MAYURA</b>	Black & White	Colour
Full Page (Per Insertion)	14,000	30,000
Half Page (Per Insertion)	7,000	14,000
<b>PV SUPPLEMENTS</b>	Black & White	Colour
Basic	550	720
Front Page	700	920
[ SHIKSHANA / KARNATAKA DARSHANA / VANIJYA / KAMANABILLU / CINEMA RANJANE / BHOOMIKA / SAPTAHAIKA PURAVANI / SAHITHYA PURVANI ]		

### SPECIAL CATEGORIES

OBITUARY	420	THANKS GIVING (5X1)	NIL
MISSING	420	SPECIAL MESSAGE	18000
POINTER	40000	BOX TYPE PANEL (5X2)	10000
CINEMA COLOUR	110	BOX TYPE PANEL (10X2)	17000

**DH** DAVP RATE : Rs. 71.69 per Sqcm.      DAVP Rates - For All Karnataka      For Colour Ads      **PV** DAVP RATE : Rs. 122.18 per Sqcm.  
DAVP - 40% extra on B/W rate

DECCAN HERALD & PRAJAVANI COLUMN WIDTH								
COLUMNS	1	2	3	4	5	6	7	8
in Cms.	3.8	7.9	12	16.1	20.2	24.3	28.4	32.5
AVENUES	1	2	3	4				
in Cms.	8cm	16cm	24cm	32.5cm				

ADVT/T/003/11-12 (Ver 001)

Ad Rates of Deccan Herald for Display, Bangalore City (Zonal), Metro Life, DH Avenues, DH Realty / Hi Life, DH Education Wheels, DH Living / Sunday Herald / Health

Ad Rates of Prajavani for Display, Bangalore City (Zonal), Metro Life, PV Avenues, Sudha, Mayura, PV Supplements

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