



THE HINDU
 INDIA'S NATIONAL NEWSPAPER SINCE 1878

Advertisement Rates Effective June 01 2010

(All Rates are in Rs. per sq. cm. unless otherwise mentioned)

	Southern Editions	Delhi Edition	All Editions
BASE RATES			
Black & White			
Display	2475	250	2650
Financial	2475	165	2650
Tenders	—	165	2075
PREMIUM POSITIONS			
		Percentage on base rate	
Specified page / Specified Position		25%	
Specified Position in Specified Page		50%	
Page 7 / Right Business Page / Sports Page / Back Page		50%	
Colour			
Display - Main Issue Positions			
Front Page *	5300	360	5525
Any Page	3900	—	4150
Any Right Page	4200	—	4425
Sports Page	4550	—	4775
Back Page	4725	—	4950
<ul style="list-style-type: none"> • For Skybus position 30% premium on Front Page rate will apply. Front Page can have a Solus with Skybus or Semi-Solus Advertisements. • For a 16.4 cms width, minimum height is 16 cms and maximum 25 cms. For a 12.2 cms width minimum height is 16 cms and maximum 20 cms. • For Regional options, please refer Regional Rates. 			
Opportunities			
Black & White	—	255	1500
Color	—	300	1800
Special Features			
Black & White	2050	130	2120
Colour	2700	150	2800
Weekend Brands			
Young World (Colour)			1850
Sunday Magazine (Colour)			2400