

# REGIONAL ADVERTISEMENT RATES

Rates in Rs. per Sq. Cm unless otherwise mentioned

REGIONAL DISPLAY								
E D I T I O N	FPS	Base Rate		Page 3		Page 5		
	(Colour)	(Colour)	(B & W)	(Colour)	(B & W)	(Colour)	(B & W)	
TAMIL NADU	Tamil Nadu (with Chennai National)	—	2520	1925	—	—	—	
	Tamil Nadu (with Chennai Retail)	—	2210	1665	—	—	—	
	Chennai - National	2610	2030 <sup>o</sup>	1570 <sup>o</sup>	2530 <sup>o</sup>	2010 <sup>o</sup>	2410	1880
	Chennai - Retail	2240	1720 <sup>o</sup>	1310 <sup>o</sup>	2170 <sup>o</sup>	1800 <sup>o</sup>	2140	1650
	NA/SA/Puducherry	145	120	90	135	115	125	105
	Madurai	280	230	180	—	210	250	190
	Tiruchirapalli	210	160	130	—	170	180	140
	Coimbatore	550	470	310	—	370	510	350
KERALA	Kerala	605	435	305	—	—	—	375
	Thiruvananthapuram	300	230	150	260	190	—	—
	Kochi	400	290	190	—	240	—	240
KARNATAKA	Karnataka	275	240	210	—	—	260	220
	Bangalore	250	210	200	—	230	—	—
	Mangalore	80	70	60	—	70	70	—
ANDHRA PRADESH	Andhra Pradesh	935	860	715	890	825	—	815
	Hyderabad Edition	570	520	440	—	500	—	480
	Hyderabad City	520	440	330	470	390	450	370
	AP Split	220	170	130	—	150	—	140
	Vijayawada	210	180	140	190	180	—	—
	Vizakhapatnam	240	200	170	210	190	—	—
	New Delhi	360	260	250	—	310	—	—

BRANDS														
Opportunities *		Friday Review		Metro Plus		Education Plus		Special Feature						
(Colour)	(B & W)	(Colour)	(B & W)	(Colour)	(B & W)	(Colour)	(B & W)	(Colour)	(B & W)	(Colour)	(B & W)			
—	—	—	—	—	—	—	—	—	—	—	—			
—	—	—	—	—	—	—	—	—	—	—	—			
1380	1150	1390	1080	1390 1500★	1080 1260★	950	675	1330* 770+	1000* 560+	23000	25000	16300	11500	115
1380	1150	990	720	990 1140★	720 820★	950	675	1330* 770+	1000* 560+	23000	25000	16300	11500	115
175	145	70	60	60	50	55	40	70	60	2850	1650	1260	600	32
340	300	130	110	100	70	105	75	120	90	4070	3460	2360	1920	23
175	145	120	90	80	70	95	75	110	90	4120	2750	1920	1370	23
415	355	290	210	210	180	220	175	250	190	13750	6870	4950	3300	44
—	—	265	220	—	—	—	—	—	—	13910	7150	6050	3850	31
175	135	—	—	100	90	120	105	170	120	6320	3300	2750	1540	19
290	225	—	—	120	100	155	120	220	150	7700	—	3850	—	19
370	290	175	130	—	—	145	125	—	—	4620	3520	2530	1760	33
—	—	—	—	160	130	—	—	140	120	—	—	—	—	—
—	—	—	—	50	40	—	—	50	40	—	—	—	—	—
—	—	660	520	—	—	—	—	—	—	16030	12980	8550	6720	48
365	310	—	—	—	—	230	195	430	350	9130	6870	4580	3660	34
—	—	—	—	280	220	—	—	350	280	—	—	—	—	—
—	—	—	—	—	—	—	—	140	90	—	—	—	—	—
195	150	—	—	100	70	90	75	130	110	2770	2310	1380	1040	28
195	150	—	—	130	120	140	120	150	120	4320	3450	2460	1790	28
300	255	140	120	120	90	—	—	150	130	5750	4020	3450	2300	28

SILENT ADVERTISEMENT (per insertion)					Cinema, Arts Events (per line)
Page 1	Page 2	Page 3	Page 4		
(Colour)	(Colour)	(B & W)	(B & W)		
—	—	—	—	—	—
—	—	—	—	—	—
23000	25000	16300	11500	115	—
23000	25000	16300	11500	115	—
2850	1650	1260	600	32	—
4070	3460	2360	1920	23	—
4120	2750	1920	1370	23	—
13750	6870	4950	3300	44	—
13910	7150	6050	3850	31	—
6320	3300	2750	1540	19	—
7700	—	3850	—	19	—
4620	3520	2530	1760	33	—
—	—	—	—	—	—
—	—	—	—	—	—
16030	12980	8550	6720	48	—
9130	6870	4580	3660	34	—
—	—	—	—	—	—
—	—	—	—	—	—
2770	2310	1380	1040	28	—
4320	3450	2460	1790	28	—
5750	4020	3450	2300	28	—

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SILENT ADS (Per Insertion) ALL EDITION		
Business Page (B&W)		37400
Sportspage (Colour)		49450
OTHER BRANDS		
CHENNAI		
	Colour	B&W
Metro Plus Sub brands	800	550
Retail Plus. NXg		
Base Rate	730	530
Front Page*	810	—
Skybus*	865	—
*Positions only on Retail Plus		
DOWNTOWN		
Annanagar	95	85
Adyar	95	85
T Nagar	95	85
Tambaram	70	65
Pursawalkam	70	60
Mylapore	80	65
Premium for Downtown		
	Colour	B&W
Back Page	15%	20%
Front Page	25%	—
*Postions only on Retail Plus		
ANDHRA PRADESH		
	Colour	B&W
*Downtown (Hyderabad)	220	—
**DistrictPlus (Telengana)	65	45
* - 3 zonal splits available		
** - Warangal, Karimnagar, Nizamabad, Nalagonda, Medak, Mehbbobnagar and Adliabad		
DistrictPlus - North Arcot + Kanchipuram		
	Colour	B&W
Base Rate	45	35
DistrictPlus - Mysore		
	Colour	B&W
Base Rate	55	—

o Page 3 in Chennai - Solus only. o Select Category Only + Opportunities : Standard Width (For Appointment Ads (other than walk-in) in the main issue 50% premium will apply.) ★ Saturday Metro Plus Weekend Rates. \* Main Issue. + Outside Main Issue.