



The Telegraph (Advertisement Tariff)

Rate with effect from 1st February, 2015

Rates per sq. cm.

The Telegraph	MONDAY - THURSDAY		FRIDAY - SUNDAY	
	BW	COLOUR	B&W	COLOUR
ALL EDITIONS (Excluding Orissa & Bihar)	2600	4000	3270	5010
ALL EDITIONS FRONT PAGE (20x12.1 CM) +	-	1221590	-	1526890
ALL EDITIONS FRONT PAGE (25x16.3 CM) +	-	2057320	-	2570990
CALCUTTA EDITION METRO (CE)	1500	2120	1680	2480
CALCUTTA EDITION METRO FRONT PAGE (20x12.1 CM) +	-	608700	-	676410
CALCUTTA EDITION METRO FRONT PAGE (25x16.3 CM) +	-	1025170	-	1139010
CALCUTTA EDITION METRO BACK PAGE	-	2310	-	2470
SOUTH BENGAL (SE)	445	715	555	900
NORTH BENGAL (NE)	260	385	340	495
NORTH EAST (GE)	325	605	435	775
JHARKHAND (HE)	230	460	290	580
ORISSA (OE)	130	200	130	200
BIHAR (YE)	165	200	165	200
TENDER	1935	2710	1935	2710
APPOINTMENTS (ALL EDITIONS) Only Tuesday	1310	1310	1310	1310
APPOINTMENTS (CALCUTTA EDITION METRO) Only Tuesday	750	750	750	750
JOBS FRONT PAGE/BACK PAGE ALL EDITIONS Only Tuesday	1375	1375	-	-
T2 FRONT PAGE & BACK PAGE (Calcutta Edition)	-	1960	-	2130
T2 OTHER PAGES (Calcutta Edition)	-	1690	-	2065
T2 FRONT PAGE & BACK PAGE (All Editions)	-	2375	-	2540
T2 OTHER PAGES (All Editions)	-	2085	-	2460
YOU (ALT. THURSDAY) INSIDE PAGES	-	815	-	-
YOU (ALT. THURSDAY) FRONT/BACK PAGE	-	890	-	-
GRAPHITI FULL PAGE (SUNDAY - SNP) +	-	-	-	456225
GRAPHITI FULL PAGE (SUNDAY - GNP) CE EDN +	-	-	-	510280
GRAPHITI HALF PAGE (SUNDAY- SNP) +	-	-	-	288180
GRAPHITI HALF PAGE (SUNDAY- GNP) CE EDN +	-	-	-	330220
GRAPHITI BACK COVER - GNP +	-	-	-	566995
GRAPHITI INSIDE FRONT COVER - GNP CE EDN +	-	-	-	520335
GRAPHITI CENTRE SPREAD (SNP) +	-	-	-	840500
GRAPHITI CENTRE SPREAD (SNP/GNP) CE EDN +	-	-	-	933825
GRAPHITI STRIP (SNP/GNP) CE EDN +	-	-	-	113420
SALT LAKE SPLIT (FRIDAY)	-	-	-	70
HOWRAH SPLIT (FRIDAY)	-	-	-	35
TELEKIDS (WEDNESDAY)	-	285	-	-
TTIS	-	170	-	-
TT School Edition (Mon-Fri)	-	25	-	-
Young Minds Vertical (TTIS+Telekids+School Edition)	-	460	-	-

The Telegraph Platinum		Rate per insertion	
FULL PAGE INSIDE	100000	Unit	Size (Width x height)
FULL PAGE OPENING	125000		Bleed
FULL PAGE OPP INDEX	110000		Non-Bleed
DOUBLE SPREAD	180000	Full Page & Covers	203 x 267 mm
INSIDE FRONT COVER	200000	Double Spread	406 x 267 mm
INSIDE BACK COVER	200000	IFC+Opening Page	406 x 267 mm
BACK COVER	250000	Front Cover Reverse gate fold	398 x 267 mm
FRONT COVER GATEFOLD	400000		374 x 254 mm

FILE FORMAT	HIGH RESOLUTION PDF/EPS FILE WITH ALL TEXT CONVERT TO CURVE
COLOR MODE	CMYK

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