



## Amar Ujala Advertising Rates

### National Rate Card w. e. f. 15-May-2015

S No.	STATE	B & W	COLOR			
			DISPLAY			Financial Tender
		Financial/Tender	AU	Compact	Double Power	Financial/Tender
1	Uttar Pradesh	4741	5757	868	6209	6321
2	UttaraKhand	1307	1515	-	-	1670
3	Jammu & Kashmir	447	535	-	-	591
4	Himachal Pradesh	447	535	-	-	591
5	Chandigarh	447	535	-	-	591
6	Punjab	748	949	-	-	1050
7	Haryana	1121	1414	-	-	1556
8	Delhi +NCR	1173	1212	-	-	1333

### Package

1	Uttar Pradesh + Uttarakhand	5153	6161	-	6653	6777
2	North Power	1576	1818	-	-	1984
3	Sweet4	746	858	-	-	947
4	Hill Queen 1	1455	1818	-	-	1984

S No.	STATE	B & W	COLOR			
			DISPLAY			Financial Tender
		Financial/Tender	AU	Compact	Double Power	Financial/Tender

### Editions

1	Agra	1009	1111	215	1236	1222
2	Meerut	779	878	-	-	967
3	Barailly	586	686	133	752	752
4	Moradabad	524	636	-	-	703
5	Aligarh	447	535	-	-	591
6	Kanpur	1115	1212	400	1466	1346
7	Lucknow	1678	1818	-	-	2014
8	Jhansi	312	323	-	-	357
9	Varanasi	695	777	224	942	855
10	Allahabad	628	777	313	942	855
11	Gorakhpur	514	626	235	738	694
12	Dehradun	941	1111	-	-	1222
13	Nainital	514	626	-	-	694
14	New Delhi	1447	1515	-	-	1669
15	Chandigarh	447	535	-	-	591
16	Jalandhar	748	949	-	-	1050
17	Jammu	447	535	-	-	591
18	Dharamsala	447	535	-	-	591
19	Rohtak	1121	1414	-	-	1556

## Amar Ujala Advertising Rates

Political  
w. e. f. 15-May-2015

S No.	STATE	Political								SPOTLIGHT					
		Amar Ujala-Colour				Double Power				Amar Ujala			Double Power		
		Display	FPSS	FPS	Back	Display	FPSS	FPS	Back	FPSS	FPS	BACK PAGE	FPSS	FPS	BACK PAGE
1	Uttar Pradesh	6791	10186	13582	9167	7373	11059	14745	9953	8568	11425	7712	9313	12418	8382
2	Uttarakhand	1951	2927	3902	2634	-	-	-	-	2273	3030	2045	-	-	-
3	Jammu & Kashmir	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
4	Himachal Pradesh	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
5	Chandigarh	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
6	Punjab	1477	2215	2954	1994	-	-	-	-	1438	1899	1278	-	-	-
7	Haryana	1545	2318	3090	2086	-	-	-	-	2103	2828	1909	-	-	-
8	Delhi +NCR	1665	2497	3331	2247	-	-	-	-	1817	2424	1636	-	-	-

Package

1	Uttar Pradesh + Uttarakhand										9242	12323	8318	9981	13309	8961
2	North Power										2728	3637	2455	-	-	-
3	Sweet4										1288	1717	1159	-	-	-
4	Hill Queen 1										2728	3637	2455	-	-	-

S No.	STATE	Political								SPOTLIGHT					
		Amar Ujala-Colour				Double Power				Amar Ujala			Double Power		
		Display	FPSS	FPS	Back	Display	FPSS	FPS	Back	FPSS	FPS	BACK PAGE	FPSS	FPS	BACK PAGE

Editions

1	Agra	1500	2250	3000	2025	1657	2485	3313	2237	1685	2247	1497	1872	2471	1685
2	Meerut	1185	1778	2371	1601	-	-	-	-	1322	1763	1212	-	-	-
3	Barailly	930	1396	1861	1256	1027	1540	2053	1386	1029	1370	918	1107	1534	1018
4	Moradabad	863	1294	1727	1165	-	-	-	-	960	1272	859	-	-	-
5	Aligarh	727	1091	1456	983	-	-	-	-	815	1082	725	-	-	-
6	Kanpur	1667	2500	3334	2250	2083	3125	4166	2813	1866	2460	1680	2303	3066	2060
7	Lucknow	2622	3934	5244	3540	-	-	-	-	2769	3635	2455	-	-	-
8	Jhansi	460	690	920	622	-	-	-	-	491	658	447	-	-	-
9	Varanasi	1060	1589	2119	1430	1214	1821	2428	1639	1166	1555	1054	1346	1795	1234
10	Allahabad	1060	1589	2119	1430	1272	1907	2542	1716	1166	1555	1054	1346	1795	1234
11	Gorakhpur	845	1269	1691	1141	999	1500	2000	1350	951	1231	850	1119	1455	1007
12	Dehradun	1500	2250	3000	2025	-	-	-	-	1685	2247	1497	-	-	-
13	Nainital	845	1269	1691	1141	-	-	-	-	951	1255	850	-	-	-
14	New Delhi	2045	3066	4089	2760	-	-	-	-	2314	3005	2080	-	-	-
15	Chandigarh	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
16	Jalandhar	1477	2215	2954	1994	-	-	-	-	1438	1899	1278	-	-	-
17	Jammu	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
18	Dharamsala	632	950	1266	854	-	-	-	-	815	1082	725	-	-	-
19	Rohtak	1545	2318	3090	2086	-	-	-	-	2103	2828	1909	-	-	-

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



## Amar Ujala Advertising Rates

### National Rate Card

w. e. f. 15-May-2015

MANORANJAN/UDAAN/RUPAYAN

S No.	STATE	MANORANJAN		Rupayan & Udaan					
		Inside	FPSS	S.NO	Category	Size (in CMS)		Rupayan	Udaan
1	Uttar Pradesh	2828	3577			Width	Height	Colour Rate	Colour Rate
2	UttaraKhand	777	1003	1	Back Cover	18.5	23	725,000	200,000
3	Jammu & Kashmir	252	317	2	Inside Front Page	18.5	23	600,000	150,000
4	Himachal Pradesh	252	317	3	Inside Back Cover	18.5	23	600,000	150,000
5	Chandigarh	222	288	4	Strip Ad on different Pages	18.5	5	181,000	50,000
6	Punjab	343	443	5	Full Page	18.5	23	363,000	100,000
7	Haryana	161	215	6	Strip all Pages	18.5	5	484,000	200,000
8	Delhi +NCR	515	660	7	Integrated Branding	-	-	2,400,000	1,000,000
9	All Edition	3434	4431	8	Half Page	18.5	11	250,000	75,000