



The Siasat

Daily Advertisement Rate Card (01-07-2014)

Tariff (w.e.f. 01-07-2014)	HYDERABAD EDITION (HYDERABAD)	DISTRICT EDITION (TELANGANA & ANDHARA DISTRICTS)	TELANGANA EDITION (HYDERABAD & DISTRICTS OF TELANGANA)	ALL EDITION (HYDERABAD, TELANGANA & ANDHARA DISTRICTS)
DISPLAY WEEDKEYS	Rs. 100/- P. Sq. Cm	Rs. 50/- P. Sq. Cm	Rs. 130/- P. Sq. Cm	Rs. 140/- P. Sq. Cm
DISPLAY SUNDAYS	Rs. 105/- P. Sq. Cm	Rs. 55/- P. Sq. Cm	Rs. 140/- P. Sq. Cm	Rs. 150/- P. Sq. Cm
FINANCE / ELECTIONS / TRADEMARKS / NOTICES	Rs. 110/- P. Sq. Cm	Rs. 55/- P. Sq. Cm	Rs. 140/- P. Sq. Cm	Rs. 150/- P. Sq. Cm
CLASSIFIED DISPLAY (Matrimonial, Wanted, Rent & Sales Advertisement Issued directly by Individuals & the column width should only be 4 cms)	Rs. 60/- P. Sq. Cm	Rs. 40/- P. Sq. Cm	Rs. 70/- P. Sq. Cm	Rs. 75/- P. Sq. Cm
CLASSIFIED (3 Lines or 16 Words)	Rs. 350/-	Rs. 150/-	Rs. 400/-	Rs. 450/-
CLASSIFIED (4 Lines or 20 Words)	Rs. 450/-	Rs. 200/-	Rs. 500/-	Rs. 550/-

Mechanical Details	Premium Position	Hyderabad Edition (Rate Per Sq. Cm. in Rupees)		DISTRICT EDITION (Rate Per Sq. Cm. in Rupees)		TELANGANA EDITION (Rate Per Sq. Cm in Rupees)		ALL EDITION (Rate Per Sq. Cm in Rupees)	
		Weekdays	Sunday	Weekdays	Sunday	Weekdays	Sunday	Weekdays	Sunday
Printing : Web Offset Rotary Press Screen : 85 dpi Size of Printing Paper: 33x52-1716 Sq.Cms Column Height : 52 cms Single Column Width: 4 cm Eight Column Width: 33 cm Minimum Size (Front Page) : 8 x 10 = 80 Sq. Cms 25% extra for Island positions	Front Page (B / W)	200	210	100	110	260	280	280	300
	Front Page (Colour)	250	260	125	135	325	350	350	375
	Back Page (B / W)	175	185	85	95	225	245	245	265
	Back Page (Colour)	225	235	110	120	290	315	315	335
	Main Inside Pages Colour	200	210	100	110	260	280	280	300
	Supplement (Colour)	150	155	75	80	195	210	210	225
	Second & Third Page (B/W)	140	145	70	75	180	195	195	210
	Last But One Page (B / W)	125	130	60	65	160	175	175	185

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