



# The Etemad Advertisement Tariff

Advertisement Tariff effective from 1st Apr 2015 (Rates for Sq.cm.)

DISPLAY POSITION	HYDERABAD EDITION		DISTRICT EDITION	
	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS
FRONT PAGE (Colour)	250/-	260/-	125/-	135/-
FRONT PAGE (B/W)	200/-	210/-	100/-	110/-
BACK PAGE (Colour)	225/-	235/-	110/-	120/-
BACK PAGE (B/W)	175/-	185/-	85/-	95/-
INSIDE PAGE (Colour)	200/-	210/-	100/-	110/-
INSIDE PAGE (B/W)	140/-	150/-	70/-	75/-

DISPLAY POSITION	TELANGANA EDITION		COMBINED EDITION	
	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS	WEEK DAYS / SUNDAYS
FRONT PAGE (Colour)	325/-	350/-	350/-	375/-
FRONT PAGE (B/W)	260/-	280/-	280/-	300/-
BACK PAGE (Colour)	290/-	315/-	315/-	335/-
BACK PAGE (B/W)	225/-	245/-	245/-	265/-
INSIDE PAGE (Colour)	260/-	280/-	280/-	300/-
INSIDE PAGE (B/W)	180/-	195/-	195/-	210/-

MECHANICAL DETAILS	Web Offset Manugraph Cityline Express
Size of Printed Area 33 x 52 cm.	Single Column Width 3.8 cms
Full Page Size 1716 Sq.cms	Screen 300 DPI
Front Page Minimum Size 8x10	Formats: TIFF , PDF, CDR & PSD
No. of Columns in a Page 8	Overall Size of Page 35 x 54 cm.

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