

Advertisement Rates (Effective from 15th April 2013)

ADVERTISING RATES		
Region	Edition	Rates (Rs/sqcm)
East Vidarbha	Nagpur	150
West Vidarbha	Akola	100
	Buldhana	90
	Washim	70
	Yeotmal	90
	Amravati	90
Marathwada	Nanded	70
	Aurangabad	50
	Hingoli+Parbhani	45
Khandesh	Jalgaon	60
	Dhule+Nandurbar	50
All Editions		750

Note:

1. All above rates are for Black & White Inner pages.
2. Color would be 100% extra on Black & White rates.
3. Front page color would be 50% extra on Colour rates.
4. Any fixed page position would be 25% extra on B&W or Color rate.
5. All Political ads will attract 100% Premium.

TECHNICAL SPECIFICATIONS

Language	Marathi
Frequency	Daily
Print Area	51 X 32
No. of column	8 for Regular Pages
	10 for Appointment pages
Tabloid Size	25 cm X 30 cm

SPECIAL BONANZA FOR SUPPLIMENTS

Name of Supplemer	Day	Format	Inner Page (B/W)
Jalosh	Wednesday	Broadsheet	300
Aatmonnati	Thursday	Broadsheet	300
Vasundhara	Friday	Tabloid	300
Career & Guidance	Saturday	Broadsheet	300
Spandan	Sunday	Broadsheet	300

SPECIAL FEATURES

MONDAY	KRUSHAK JAGAR	Agriculture
TUESDAY	DESTINATIONS	Travel & Tourism
WEDNESDAY	GADGETS & WHEELS	Auto & Technology
THURSDAY	AYUSHMAAN	Health
FRIDAY	GHARKUL	Interiors
SATURDAY	GLAMOUR	Bollywood
DAILY	FUN CLUB	Kids

APPOINTMENTS - THURSDAY

SCR	Rates (Rs/sqcm)
All Vidarbha	200
Marathwada	100
Khandesh	50
All Editions	300