

DNA Local Splits - Regular Inside Page Ads (sq.cm.)

DNA Navi Mumbai	DNA Thane Mulund	DNA Dombivli Kalyan	DNA Borivli Virar
150	150	150	150

DNA Homage (Obituary & Remembrance)

EDITION	Lineage - 1st 5 lines	Lineage - per additional line	Classifieds Display - 4x5 cms (Ad Cost)	Classifieds Display - 8x5 cms (Ad Cost)	Display 200 sqcm. & above (per sq.cm.)
MUMBAI	450	100	2,500	5,000	320
BANGALORE	360	80	1,200	2,400	160
PUNE	315	70	850	1,700	120
GUJARAT	270	60	625	1,250	80
JAIPUR	210	50	350	700	70
INDORE	180	40	300	600	60
ALL 6 EDITIONS	-	-	-	-	475

DNA Property, Mumbai

Regular Inside Page Ads (sq. cm)	Front Page Skybus (33x5 sq. cm)	Jacket (Pg1 & 2 - excl. masthead)	Front Page Pointer (3x4 sq. cm)
900	225,000	3,400,000	25,000

DNA Jobsmart*

Edition	Regular Inside Page Ads (sq.cm.)
MUMBAI	400
BANGALORE	200
PUNE	150
GUJARAT	100
JAIPUR	85
INDORE	75
ALL 6 EDITIONS	600

* Special Rate on Thursdays only on Left Hand Page, specified section. Applicable for ads below 240 sq.cm.

Tender, Public Notice & Appointments

Edition	Regular Inside Page Ads (sq.cm.)
MUMBAI	2,400
BANGALORE	1,200
PUNE	675
AHMEDABAD	550
JAIPUR	300
INDORE	200
ALL EDITIONS	4,000

Premia Applicable for all issues except DNA Property and Local Splits:

Front Page	100%
Page 3 / Back Page	50%
Any Other Specified Page	10%

Premia Applicable for DNA Property and Local Splits:

Front Page	50%
Page 3 / Back Page	25%

Please call your nearest DNA Office or e-mail dnaops@dnaindia.net for more packages as well as the terms and conditions.

SIZES

ALL BROADSHEETS

Full Page size for broadsheet
Double Spread size for broadsheet
Front Page ad sizes

Width 33 cms x Height 52 cms
Width 67 cms x Height 52 cms
12 cms (w) x 20 cms (h); 16 cms (w) x 25 cms (h);
12 cms (w) x 25 cms (h); 33 cms (w) x 10 cms (h)
Front Page - 33 cms (w) x 5 cms (h)
Inside Page - 33 cms (w) x 8 cms (h)
Pointer size
5 cms (w) x 3 cms (h)

- All ads of 49 cms and above in height shall be charged as full column, i.e. 52 cms.
- All ads of 30 cms and above in width shall be charged as 33 cms.
- Ads will be accepted in units of integer cms only. Any ad in decimal units will be charged at the nearest higher integer rate.
- All ads in any of our broadsheet publications will appear on epaper.dnaindia.com.
- All rates in Rupee per sq. cm., unless specified otherwise.
- w = Width, h = Height.

www.dnaindia.com

DNA (Main Edition)

EDITION	Regular Inside Page Ads (sq. cm)	Skybus (33x5 sq. cm)	Jacket (Pg1 & 2 - excl. masthead)	Front Page Pointer (3x4 sq. cm)
MUMBAI	3,450	850,000	13,000,000	100,000
BANGALORE	1,450	350,000	5,500,000	42,500
PUNE	1,000	250,000	3,800,000	30,000
GUJARAT	725	175,000	2,750,000	20,000
JAIPUR	400	100,000	1,500,000	11,500
INDORE	350	90,000	1,300,000	10,000
ALL 6 EDITIONS	4,700	1,155,000	18,000,000	137,000

DNA After hrs.

EDITION	Regular Inside Page Ads (sq. cm)	Skybus (33x5 sq. cm)	Jacket (Pg1 & 2 - excl. masthead)	Front Page Pointer (3x4 sq. cm)
MUMBAI	1,700	425,000	6,450,000	45,000
BANGALORE	650	160,000	2,475,000	17,500
PUNE	450	115,000	1,700,000	12,000
GUJARAT	350	85,000	1,300,000	9,000
JAIPUR	200	50,000	750,000	5,000
INDORE	175	45,000	650,000	4,500
ALL 6 EDITIONS	2,275	575,000	8,650,000	61,000

DNA Money

EDITION	Regular Inside Page Ads (sq. cm)	FP Skybus (33x5 sq. cm)	1st RHP Pointer (3x4 sq. cm)
MUMBAI	2,100	525,000	30,000
BANGALORE	875	215,000	12,500
PUNE	600	150,000	8,750
GUJARAT	425	105,000	6,000
JAIPUR	275	65,000	3,500
INDORE	225	55,000	3,000
ALL 6 EDITIONS	2,875	712,000	41,000

DNA Academy

EDITION	Regular Inside Page Ads (sq. cm)	Skybus (33x5 sq. cm)	RHP Pointer (3x4 sq. cm)
MUMBAI	1,700	425,000	25,000
BANGALORE	650	160,000	9,500
PUNE	450	115,000	6,500
GUJARAT	350	85,000	5,000
JAIPUR	200	50,000	3,000
INDORE	175	45,000	2,500
ALL 6 EDITIONS	2,275	575,000	33,500

DNA Money is part of Main Issue in Mumbai, Bangalore, Pune, Jaipur and Indore

DNA Online

For online/mobile advertising, please e-mail digital.sales@dnaindia.net or call +91 9930297388