

# ദേശാഭിമാനി

ADVERTISEMENT RATES EFFECTIVE FROM 1<sup>ST</sup> APRIL 2022 to 31<sup>ST</sup> MARCH 2023

Edition	INNER PAGE (Rate per sq.cm)		FRONT PAGE (Rate per sq.cm)		BACK PAGE (Rate per sq.cm)		CLASSIFIED	
	B/W	COLOUR	B/W	COLOUR	B/W	COLOUR	DISPLAY	PER WORD
Kannur	300	600	600	900	375	750	200	90
Calicut	300	600	600	900	375	750	200	90
Malappuram	250	500	500	750	320	640	140	90
Palakkad	270	540	540	810	335	670	190	90
Thrissur	290	580	580	870	360	720	200	90
Kochi	300	600	600	900	375	750	225	90
Alappuzha	250	500	500	750	320	640	160	90
Kottayam	290	580	580	870	360	720	200	90
Kollam	250	500	500	750	320	640	180	90
Trivandrum	300	600	600	900	375	750	225	90
All Kerala	1500	3000	3000	4500	1900	3800	1000	250

Film Ads: Rs.500/- Sq.cm for B/W and Colour Rs.1000/- Sq.Cm for all Kerala Editions.  
Supplements: Rs.600/Sq.cm for B/W and Colour Rs.1200/- Sq.Cm for Colour  
(All Supplements-Aksharamuttam/Thozhil/Kilivathil/Sunday)

Note: Sky bus / other innovative positions on the front page will be charged 30% extra over the colour & b/w rates as mentioned above.

COLUMN WIDTH	
1 col. : 3.9 cm	5 col. : 20.5 cm
2 col. : 8.0 cm	6 col. : 24.6 cm
3 col. : 12.2 cm	7 col. : 28.8 cm
4 col. : 16.3 cm	8 col. : 33.0 cm

MECHANICAL DATA Sizes/ Measurements	
Print Area	: 50 X 33 cm
Column height	: 50cm
No. of columns on a page	: 8

Maximum size of the classified ad is 10x1 or maximum 100 words, Box charges Rs. 50 Extra GST Applicable on all rates.

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