



Advertisement Rates, effective 1st January, 2008

RATE	CONTENT CLASSIFICATION
I. CLASSIFIED ORDINARY	
Rs. 32 per word	Lost, Missing, Situation Required
Rs. 43 per word	Thanksgiving, Greetings, Obituary Announcement.
Rs. 54 per word	Automotive, Business, Computers, Educational, Personal, Job Opportunities, Matrimonial, Tours & Travels, Beauty & Health, Future Focus, Rental / Real Estate Properties and others
II. CLASSIFIED BOLD	
Rs. 82 per word	Lost, Missing, Situation Required, Thanksgiving, Greeting, Obituary, Births, Anniversaries, Acknowledgement
Rs. 100 per word	Automotive, Business, Computers, Educational, Personal, Job Opportunities, Matrimonial, Tours & Travels, Beauty & Health, Future Focus, Rental / Real Estate Properties and others
Classified ordinary and bold - Minimum number of words is 15. Maximum number of words is 200.	
III. CLASSIFIED DISPLAY	
Rs. 455/- per sq.cm	Colour or Black & White File Format of Digital Advertisements: EPS/ TIFF Format
Note : Ads will be carried in Deccan Herald throughout Karnataka and Prajavani in English in Bangalore zone only.	
Minimum Size	3 cms x 3.0 cms
2 Column Classified Display	3 cms x 6.3 cms
Maximum Size	52 cms x 6.3 cms
Island Position size	10 cms x 12.8 cms
Skybus size	5 cms x 32.5 cms

PRAJAVANI CLASSIFIEDS	
Rs. 45 per word	Classified Ordinary
Rs. 82 per word	Classified Bold
Rs. 420/- per sq.cm	Classified Display (B/W)
Week Day + Sunday offer Place an ad on Sunday and get 50% off on any weekday.	
3 +1 offer Place three ads on week days & get 4th ad free	
Multiple insertion offer	
2-5 insertions	- 5% discount
6-10 insertions	- 10% discount
11-15 insertions	- 15% discount
16- 20 insertions	- 20% discount
21+ insertions	- 25% discount
Early Bird offer Book your ad for any day 3 days before to avail 5% discount	
50% Discount offer Tuesday & Thursday Selected Categories avail *50% off	
Important Note:	
<ul style="list-style-type: none"> ☛ No combined offers ☛ Multiple insertion dates must be booked within time period of 3 months only to avail series discounts ☛ 3 advertisements must be booked within time period of 20 days in order to avail 1 free insertion ☛ 3 days advance notice requires for cancellations. ☛ Offers and categories are available for Prajavani 	
COLOUR PREMIUM RATES	
<ul style="list-style-type: none"> ● COLOR LETTERS / COLOR BACK GROUND - 15% ● PRIORITY ADS / UNDERLINE - 10 % 	

Classifieds Billboard

only on "Sunday Classified Supplement".

Size of the ad	No of insertion	Amount in (Rs /sq.cm)
5 x 6.3	1 - 3	112
(H) (W)	4 - 6	107
	7 -11	102
	12 +	97
10 x 6.3	1 - 3	112
(H) (W)	4 - 6	107
	7 -11	102
	12 +	97

Box charges for Display, Appointment & Classifieds

- Rs 30/- For Retaining Box Charges (valid for one month only)
- Rs 60/- For Redirecting (including box charges)
- Rs 400/- For Redirecting to Overseas.
(By Airmail for a period of one month)

- * Unclaimed replies will be destroyed after one month
- * Replies will be redirected once

* Conditions apply

DH Education Classified Display

on every Thursday's supplement.

Rates of DH Education Classifieds Column					
No/insertions	1	3	6	12	24
DHE-Class (Rs/psqcm)	300	280	250	230	200
Free insertions	-	1	2	4	8
Categories that can be taken in Classifieds under DH Education Classifieds are; (1) Special Courses (2) Study Abroad (3) Distance Education					
Specifications: Only display with single column only with minimum size 5 x 3 sqcm					
Special guidelines : No.combination offers for DH and PV Classifieds					
The deadline for the same would be Tuesday before 3:00 pm					



The Printers (Mysore) Private Limited

75, M. G. Road, Bangalore-560 001

Toll free number: 1800 1201234

Fax: 080-2588 0165 E-mail: dhclassifieds@deccanherald.co.in