



THE PRINTERS MYSORE PVT. LTD.,

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ADVERTISEMENT TARIFF Effective from 15th MAY 2010. (Rates per Sq.cm)

DECCAN HERALD

MAIN ISSUE	Black & White	Colour
Basic Rate	1020	1500
Front Page	1770	2250
Back Page	1320	1780
Page-3	1320	1780
Audited / Unaudited	650	980
BANGALORE CITY (Zonal)	Black & White	Colour
PAGE-2	480	710
PAGE-3	600	830
Front Page	950	1310
METRO LIFE	Black & White	Colour
Basic	440	500
Front Page	760	760
Back Page	630	630
DH-AVENUES	Black & White	Colour
Basic	500	550
Front Page	NA	810
MAIN ISSUE (APPTS.)	980	1375
DH-REALTY / HI LIFE	Black & White	Colour
Basic	425	610
Front Page	530	750
DH-EDUCATION/ WHEELS	Black & White	Colour
Basic	440	630
Front Page	550	780
DH-LIVING / SUNDAY HERALD / HEALTH	Black & White	Colour
Basic	440	630
Front Page	550	780

SPECIAL CATEGORIES

OBITUARY	330	THANKS GIVING (5X1)	1400
MISSING	330	POINTER	30000
CINEMA B/W	50	SPECIAL MESSAGE	16000
CINEMA COLOUR	85	BOX TYPE PANEL	4600

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MAIN ISSUE	Black & White	Colour
Basic Rate	1060	1530
Front Page	1800	2050
Back Page	1370	1800
Page-3	1370	1800
Audited / Unaudited	660	1000
BANGALORE CITY (Zonal)	Black & White	Colour
PAGE-2	430	650
PAGE-3	650	750
Front Page	850	970
METRO LIFE	Black & White	Colour
Basic	330	410
Front Page	590	600
Back Page	410	520
PV-AVENUES	Black & White	Colour
Appointment Ads	550	810
SUDHA	Black & White	Colour
Full Page (Per Insertion)	35,000	70,000
Half Page (Per Insertion)	18,000	35,000
MAYURA	Black & White	Colour
Full Page (Per Insertion)	13,000	28,000
Half Page (Per Insertion)	7,000	14,000

SPECIAL CATEGORIES

OBITUARY	350	THANKS GIVING (5X1)	NIL
MISSING	350	POINTER	25000
CINEMA B/W	50	SPECIAL MESSAGE	13500
CINEMA COLOUR	75	BOX TYPE PANEL	4600

DECCAN HERALD & PRAJAVANI COLUMN WIDTH

COLUMNS	1	2	3	4	5	6	7	8
in Cms.	3.8	7.9	12	16.1	20.2	24.3	28.4	32.5
AVENUES	1	2	3	4				
in Cms.	8cm	16cm	24cm	32.5cm				

DH DIP RATE : Rs. 545/- Per Colum Cms.
DAVP RATE : Rs. 38.70 per Sqcm.

DIP Rates - All Karnataka Edition
DAVP Rates - only for Bangalore

For Colour Ads
DIP - 25% extra on B/W rate
DAVP - 40% extra on B/W rate

PV DIP RATE : Rs. 810/- Per Colum Cms.
DAVP RATE : Rs. 67.40 per Sqcm.

OPEN SESAME (For Full Page) 35000

SUDHA & MAYURA MECHANICAL DETAILS		SUDHA (Height) x (Width)	MAYURA (Height) x (Width)
Full Page	Bleed (Trim Size)	26.7 cm x 18.8 cm	18 cm x 13.5 cm
Full Page	Non-Bleed	24 cm x 16.8 cm	15 cm x 10.5 cm
Half Page Horizontal	Non-Bleed	12 cm x 16.9 cm	7.5 cm x 10.5 cm
Half Page Vertical	Non-Bleed	24 cm x 8.4 cm	-
Half Page Double Spread	Non-Bleed	12 cm x 35 cm	-
Double Column	Non Bleed	24 cm x 10.5 cm	-
Single Column	Non-Bleed	24 cm x 5 cm	-
Double Spread	Bleed (Trim Size)	26.5 cm x 37.6 cm	18 cm x 27 cm
Double Spread	Non Bleed	24 cm x 35 cm	15 cm x 24 cm

E-mail ID for Classifieds dhclassifieds@deccanherald.co.in

DH Classifieds

Category-I	32
Category-II	43
Category-III	54
Bold for Category -I & II	82
Bold for Category- III	100
Classified Display B/W	455
Classified Display Colour	455

PV SUPPLEMENTS

(SHIKSHANA / KARNATAKA DARSHANA / VANIJYA / AAROGYA / BHOOMIKA / SAPTHAHIKA PURAVANI)
B/W - 400 | Colour- 500

PV Classifieds

Ordinary	45
Bold	65
Classified Display	420

DH & PV CLASSIFIED DISPLAY COLUMN WIDTH

COLUMNS	1	2	3	4	5	6	7	8	9	10
in Cms.	3	6.3	9.5	12.8	16.13	19.4	22.7	25.9	29.2	32.5