

RATE CARD

effective 1st May 2025

PUBLICATIONS	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
LOKSATTA (LS)				
MUMBAI	1,390	40	460	510
PUNE	180	10	105	115
NAGPUR	115	10	45	65
AHMEDNAGAR	55	10	40	
AURANGABAD	75	10	45	
THE INDIAN EXPRESS (IE)				
MUMBAI	410	30	195	205
CHANDIGARH	355	20	160	185
PUNE	345	10	160	180
NEW DELHI	230	15	130	170
GUJARAT	105	10	80	90
NAGPUR	90	10	55	
LUCKNOW	45	10	45	70
THE FINANCIAL EXPRESS (FE)				
MUMBAI	265	10	90	
NEW DELHI	185	10	50	
JANSATTA (JS)				
NEW DELHI	135	10	75	85
KOLKATA	55	7	35	
LUCKNOW	55	7	35	
CHANDIGARH	190	9	40	55

PACKAGE	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
BRAND TURF				
LS(Mu+Ng+An+Ag+Pu)	1565	40	535	580
IE(Mu+Ch+Pu+DI+Ng+Guj+Lkn)	1040	30	410	460
FE(Mu+DI)	295	10	100	
JS(DI+Ko+Lk+Ch)	345	40	65	75
LS(Mu+Pu+Ng+An+Ag)+IE(Mu+Pu)	1970	40	590	650
LS(All) + IE(All)	2085	40	670	755
LS (Mu+Pu)	1450	40	500	545
IE (Mu+Pu)	555	30	245	255
FOCUS CITY				
MUMBAI				
IE + LS	1450	40	485	535
PUNE				
IE + LS	460	20	190	200
NAGPUR				
IE + LS	160	15	80	90
NEW DELHI				
IE + JS	355	25	170	220
LUCKNOW				
IE + JS	80	10	65	85
CHANDIGARH				
IE + JS	395	25	195	215

SCHEMES (Trade)*		
Paid	Free	Weeks
2	1	1
5	3	3
8	5	4
12	8	5
15	14	10
25	30	16
45	55	30
75	100	52

PREMIA		
ROW (BOLD)		10%
Eye Catcher		₹ 50
DISCOUNTS		
Personal/Obituary Ads - 50%		
Situation Wanted & Charitable Trust - 25%		
MATERIAL SPECIFICATIONS		
Col Wd	Min Ht	Max Ht
3 cm	3 cm	50 cm

MATRIMONIALS

PUBLICATIONS	RUN ON WORDS		CLASSIFIED DISPLAY	
	20 Words	Extra Word	B/W (Sq. Cm.)	Colour (Sq. Cm.)
IE (All)	525	30	140	-
LS (All)	1335	40	490	-

MATRIMONIAL Scheme		
Paid	Free	Weeks
2	1	3

SPECIAL INSTRUCTION : * In Multi Edition Package, Classified Display will be in Colour only in locations where there is Solo Colour Rate * Eye Catcher charges will be applicable to all paid ads. * Matrimonial Rates / Schemes are not applicable to marriage bureaus. * Marriage Bureaus will attract the rate of LS (All) editions. * Charitable Trusts registered with Charity Commissioner are only eligible for Charitable Trusts Discount. * Schemes discontinued in between will not be entitled to scheme benefit. * All advertisements are accepted and printed subject to the terms mentioned on the Classified Order Form.