



INDIAN
EXPRESS
GROUP

RATE CARD

Effective May 15th 2019

SOLO

Publication	Edition	Effective from 15th May'19			
		Black & White	Colour	FPS	Tender
The Indian Express	Mumbai	2,200	2,735	3,715	3,690
	Pune	1,085	1,440	1,755	1,495
	Nagpur	165	220	290	250
	Ahmedabad	320	460	595	485
	Vadodara	310	460	585	485
	Delhi	1,320	1,560	2,070	2,110
	Jaipur	285	350	395	390
	Chandigarh	565	845	1,065	760
	Kolkata	385	495	895	765
	Lucknow	385	475	775	780

Publication	Edition	Effective from 15th May'19			
		Black & White	Colour	FPS	Tender
Financial Express	Mumbai	605	845	-	1,090
	Pune	230	240	-	350
	Ahmedabad (Guj OR Eng)	265	350	-	575
	Delhi	445	655	-	940
	Lucknow	130	145	-	255
	Chandigarh	205	230	-	380
	Kolkata	255	325	-	435
	Chennai	280	370	-	440
	Kochi	130	185	-	290
	Bangalore	280	395	-	435
	Hyderabad	280	355	-	435

Publication	Edition	Effective from 15th May'19			
		Black & White	Colour	FPS	Tender
Loksatta	Mumbai	3,685	3,740	5,425	3,910
	Delhi	200	205	-	260
	Aurangabad	265	275	375	355
	Pune	540	555	760	545
	Nagpur	180	275	390	255
	Ahmednagar	160	235	420	255

Publication	Edition	Effective from 15th May'19			
		Black & White	Colour	FPS	Tender
Jansatta	Delhi	585	645	860	750
	Chandigarh	315	325	495	445
	Kolkata	315	350	495	445
	Lucknow	290	325	435	730

All the rates are in Rs/sq.cm.

25% premium on color rate will be charge for page 3 and back page as committed page

50% premium on base rate will be charge for political ads

25% premium on tender rate will be charge for color tender ads

15% premium on base rate will be charged for any innovation ad

GRAND MASTER

Publication	EDITIONS	Effective from 15th May'19			
		B/W	Colour	FPS	TENDERS
Force	The Indian Express + Financial Express + Loksatta + Jansatta (All Editions)	8,325	9,995	12,705	10,285
Swift	The Indian Express + Loksatta (All Editions)	6,620	7,860	10,740	8,960
Stretch	The Indian Express + Financial Express (All Editions) or Jansatta (All Editions)	5,570	7,200	10,400	7,985
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	5,565	6,415	9,165	6,290

BRAND TURF

BRAND	EDITIONS	Effective from 15th May'19			
		B/W	Colour	FPS	TENDERS
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata / Jaipur	5,315	5,395	7,315	6,235
Financial Express (All Editions)	Mumbai / Pune / Ahmedabad (Gujarati & English) / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow	2,175	2,835	4,705	2,835
Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	725	970	-	1,030
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	3,935	4,115	5,805	4,500
Jansatta (All Editions)	Delhi / Chandigarh / Lucknow / Kolkata	1,340	1,480	1,770	1,870

FOCUS CITY

CITY	PUBLICATIONS - EDITIONS	DISPLAY / FINANCIAL			TENDERS B/W
		B/W	Colour	FPS	
Mumbai	The Indian Express + Financial Express + Loksatta	3,895	5,325	7,080	4,840
Mumbai	The Indian Express + Loksatta	3,750	5,020	6,850	4,600
Pune	The Indian Express + Financial Express + Loksatta	1,575	1,935	2,400	1,875
Pune	The Indian Express + Loksatta	1,440	1,755	2,240	1,745
Nagpur	The Indian Express + Loksatta	205	280	385	280
Gujarat (Ahmedabad + Vadodara)	The Indian Express + Financial Express (Eng/Guj)	825	1,110	-	1,030
Delhi	The Indian Express + Financial Express + Jansatta	1,765	2,140	-	2,540
Chandigarh	The Indian Express + Financial Express + Jansatta	785	910	-	910
Kolkata	The Indian Express + Financial Express + Jansatta	665	810	-	785
Kolkata	The Indian Express + Financial Express	545	690	-	665
Lucknow	The Indian Express + Financial Express + Jansatta	700	780	-	1,340
North	The Indian Express (Delhi + Chandigarh + Lucknow + Jaipur)	2,029	2,490	3,480	

RETAIL

Publication	EDITIONS	Frequency	Effective from 15th May'19			
			B/W	Colour	FPS	Back Page
Loksatta-Vruttant	Mumbai	Tuesday-Sunday	1,150	1,180	1,685	1,355
Loksatta-Vruttant	Thane	Tuesday-Sunday	265	305	445	360
Loksatta-Vruttant	Navi Mumbai	Tuesday-Sunday	110	130	175	150
Loksatta-Vruttant	Vasai - Virar	Tuesday-Sunday	165	200	245	215
Loksatta-Vruttant	Palghar	Tuesday-Sunday	100	110	130	120
Loksatta-Vruttant	Pune	Tuesday-Sunday	230	255	320	
Loksatta-Vruttant	Nasik	Tuesday-Sunday	140	150	160	
Loksatta-Vruttant	Nagpur	Tuesday-Sunday	110	125	140	
Loksatta-Vruttant	All Editions	Tuesday-Sunday	1,830	1,955	2,670	
Loksatta-Vruttant	Mumbai+Thane+Navi+Vasai+Palghar	Tuesday-Sunday	1,570	1,585	2,265	1,840

Publication	EDITIONS	Frequency	Effective from 15th May'19			
			B/W	Colour	FPS	Back Page
Pune Newsline	Pune	All Days	500	585	670	640
Chandigarh Newsline	Chandigarh	All Days	210	230	305	300

PUBLICATIONS	Edition/City	Supplement Name	Effective from 15th May'19			
			B&W	Colour	FPS	Backpage
Newsline and Vruttant	Pune	Pune Newsline+ Pune Vruttant	615	675	795	-

OTHER SUPPLEMENTS

Publication	EDITIONS/City	Frequency	Supplement Name	Effective from 15th May'19		
				B/W	Colour	FPS
The Indian Express	All Editions	Sunday	EYE	-	1,905	1,905
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Saturday	Chaturang	1,555	1,610	2,025
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Friday	Viva	1,555	1,610	2,025
Loksatta	Mumbai	Saturday	Vasturang	1,280	1,325	1,655
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Sunday	Lokrang	1,555	1,610	2,025
Jansatta	Delhi / Lucknow / Chandigarh / Kolkata	Sunday	Ravivari	250	300	360

MAGAZINE

Publications	Numbers are in Rs.				Effective from 15th May'19		
	Full Page	Half Page	Cover 2/3	Cover 4	Center Spread	Double Spread	Reverse Gatefold
Lokprabha (Colour)	194,810	136,290	253,220	282,480	399,410	379,940	477,400
Lokprabha (Colour - Glaze)	214,390	146,080			448,140	409,200	
Lokprabha (B&W)	126,610	68,090					

CAREER

PUBLICATION / EDITION	Effective from 15th May'19	
	B/W	Colour
Express Careers - Mumbai The Indian Express + Loksatta + Financial Express	1,370	1,635
Express Careers - Pune The Indian Express + Loksatta + Financial Express	645	665
Express Careers - Nagpur	130	160
Express Careers - Gujarat (The Indian Express)	240	255
Express Careers - Chandigarh	220	240
Express Careers - Mumbai + Pune	1,965	2,185
Express Careers - Mumbai + Gujarat	1,430	1,705
Express Careers - Gujarat The Indian Express + Financial Express	305	315
Express Careers - North The Indian Express Delhi + Chandigarh + Lucknow + Jaipur	955	990
Express Career - West Mumbai + Pune + Gujarat + Nagpur + Aurangabad + A'Nagar	2,270	2,525
The Indian Express (All) + Financial Express (All)	2,565	2,630
*The Indian Express (All) + Loksatta (All)	2,315	2,460
The Indian Express (All) + Loksatta(All)+ Financial Express (All) + Jansatta(All)	2,635	2,975

EXPRESS PHARMA

AD TYPE	Rates	Size - (w x h) cm
DISPLAY		
Full Page	163,350	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)
Half Page	90,750	22.5 x 15.0
Mini A4	111,320	18.0 x 23.0
Full Page Double Spread	284,350	49.0 x 31.0 (Non Bleed) 53.0 x 34.0 (Bleed)
Mini A4 Double Spread	187,550	38.0 x 23.0
Full Page Centre Spread	302,500	49.0 x 31 (Non Bleed)
Mini A4 Centre Spread	199,650	38.0 x 23.0
Horizontal Strip	52,000	22.5 x 7.5
Vertical Strip	42,350	4.0 x 30.0
Premium Positions		
Page 3 Horizontal Solus	60,500	22.5 x 7.5
Inside Front Cover	205,700	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)
Inside Back Cover	193,600	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)
Back Page	242,000	26.5 x 34.0 (Bleed)
Innovations		
Front False Cover	296,450	-
Front & Back False Cover	441,650	-
Front Gate Fold	417,450	-
Reserve Gate Fold	393,250	-
Front & Back Tab	393,250	-
Front Tab	205,700	-
Business Avenues		
Full Page	39,787	22.5 x 28.5
Half Page	23,433	22.5 x 13.5
Quarter Page	13,556	10.0 x 13.5
Options (Appointment Ads)		
Half Vertical Strip	25,410	7.0 x 15.0
Vertical Strip	49,665	7.0 x 30.0
Trimmed Half Page	49,665	14.5 x 15.0
Trimmed Full Page	64,024	14.5 x 30.0
Half Page	74,970	22.5 x 15.0
Full Page	102,744	22.5 x 30.0

* Avoid visuals and text in staple area of double spread and centre spread creative.

Text area should not increase more than non-bleed sizes.

EXPRESS HEALTHCARE

AD TYPE	Rate	Size - (w x h) cm
DISPLAY		
Full Page	149,529	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Half Page	74,764	22.5 x 15.0
Mini A4	84,796	18.0 x 23.0
Full Page Double Spread*	258,650	49.0 x 31.0 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	153,767	38.0 x 23.0
Full Page Centre Spread*	263,032	49.0 x 31 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	165,370	38.0 x 23.0
Horizontal Strip	51,683	22.5 x 7.5
Vertical Strip	46,000	4.0 x 30.0
Premium Positions		
Page 3 Solus Horizontal	56,114	22.5 x 7.5
Inside Front Cover	174,318	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Inside Back Cover	163,990	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Back Page	209,960	26.5 x 34.0 (Bleed)#
Innovations		
Front False Cover	284,395	-
Front & Back False Cover	429,870	-
Front Gate Fold	396,750	-
Reserve Gate Fold	370,300	-
Front & Back Tab	357,075	-
Front Tab	211,600	-
Business Avenues		
Full Page	46,080	22.5 x 28.5
Half Page	22,171	22.5 x 13.5
Quarter Page	14,400	10.0 x 13.5
Options (Appointment Ads)		
Full Page	51,683	7.0 x 15.0
Half Page	31,267	7.0 x 30.0
Quarter Page	20,417	14.5 x 15.0
Box Advertisement	11,771	14.5 x 30.0

* Avoid visuals and text in staple area of double spread and centre spread creative.

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EXPRESS COMPUTER

AD TYPE	Rate	Size - (w x h) cm
DISPLAY		
Full Page	186,604	19.0 x 25.0 (Non Bleed) 22.0 x 29.0 (Bleed)#
Horizontal Half Page	116,228	19.0 x 11.5 (Non Bleed)
Vertical Half Page	116,228	9.0 x 24.0 (Non Bleed)
Full Page Double Spread	310,036	41.0 x 25.0 (Non Bleed) 44.0 x 29.0 (Bleed)#
Full Page Centre Spread	275,000	41.0 x 25.0 (Non Bleed) 44.0 x 29.0 (Bleed)#
Strip Advertisement	72,600	19.0 x 5.0 (Non Bleed)
Premium Positions		
Page 3 Solus Horizontal	211,750	19.0 x 25.0 (Non Bleed) 22.0 x 29.0 (Bleed)#
Inside Front Cover	235,709	19.0 x 25.0 (Non Bleed) 22.0 x 29.0 (Bleed)#
Inside Back Cover	235,709	19.0 x 25.0 (Non Bleed) 22.0 x 29.0 (Bleed)#
Back Page	278,300	19.0 x 25.0 (Non Bleed) 22.0 x 29.0 (Bleed)#
Innovations		
Front False Cover	484,000	19.0 x 25.0 (Non Bleed)
Front & Back False Cover	500,000	19.0 x 25.0 (Non Bleed)
Front Gate Fold	411,400	41.0 x 25.0 (Non Bleed) 43.0 x 29.0 (Bleed)#
Reserve Gate Fold	363,000	41.0 x 25.0 (Non Bleed) 43.0 x 29.0 (Bleed)#
Front & Back Tab	300,000	19.0 x 25.0 (Non Bleed)
Front Tab	235,709	19.0 x 25.0 (Non Bleed)
Business Avenues		
Full Page	36,300	17.0 x 23.0 (Non Bleed)
Half Page	21,780	17.0 x 11.0 (Non Bleed)
Quarter Page	18,150	8.0 x 11.0 (Non Bleed)

* Avoid visuals and text in staple area of double spread and centre spread creative.

Text area should not increase more than non-bleed sizes.

RULES & REGULATIONS

For Acceptance of Release Order & Cancellation of Advertisements

- 1 Advertisements must comply with:
 - (a) Our code of standards
 - (b) Central/State/Local Laws
 - (c) The rules as stipulated in the Code of Indian Newspaper Society.
- 2 We, our directors & employees shall stand indemnified against claims, demands, proceedings, etc arising directly or indirectly from the publication or non-publication of an advertisement and content thereof.
- 3 We endeavor to publish advertisements on schedule, but the dates of publication cannot be guaranteed.
- 4 We reserve the rights to advance postpone the date of release either way albeit after prior intimation.
- 5 We may at our sole discretion edit, classify, reject and choose to omit, suspend or change the position of any advertisement.
- 6 Advertisements are accepted in good faith, but we cannot accept responsibility for their veracity, claims, delay, error, omission in publication, forwarding replies and shrinkage in production etc.
- 7 We reserve the rights to revise rates and terms without issuing prior notice. In the event of any national, state or local levies being imposed on printing materials, such taxes will be payable by the advertiser.
- 8 Release orders received at incorrect rates will be booked at the applicable tariff in force. Irrespective of the rates mentioned in the release order, the rates applicable to the category of ad released would be charged and payable. Any condition in the Release Order contrary to these rules & regulations shall be deemed to be rejected. Publication of advertisement shall be deemed to be acceptance of Release Order
- 10 All release orders must accompany by advertisement materials before the deadline as specified under material specification in the rate card. If in exceptional situations a confirmation is required, on the basis of a letter or release order without accompanying material, the agency/client will have to boldly inscribe the legend, 'RATE CATEGORY AS DETERMINED BY YOU IS ACCEPTABLE', on both the letter and Release Order.
- 11 Rate as applicable on the insertion date will apply irrespective of the date of booking.
- 12 All ads falling in a package should be placed through a single release order.
- 13 All Cancellation of Advertisements will be accepted by an authentic letter from the agency / advertiser in advance. Any ROs for repeat ads cannot be cancelled midway without our consent.
- 14 Cancellations and postponement charges will be applicable to advertisements, which are cancelled or postponed indefinitely. These shall be applicable to confirmed release orders only.
- 15 Advanced bookings for front page position advertisements need to be reconfirmed by the agency at least 1 [one] day prior to the deadline for the publication; failure to do so authorizes us to cancel the booking.
- 16 In all release orders, insertions having multiple publication /editions should be consumed within the time specified.
- 17 These conditions are over and above any specific agreement that may be set forth between our RED TEAM and the advertisers.
- 18 Death Certificate must be provided with Obituary ads.
- 19 FIR lodged – proof must be provided for ads regarding missing of persons.
- 20 Political and Election ads shall be accepted only against advance payments. (Including Birthday wishes / Obituary...)
- 21 Overseas recruitment agents should disclose their recruitment license number in the material.

Advertisement Material:

- 1 All advertisements are measured in sq cm advertisement dimensions in release orders must be specified as width {W} x height {H} in cms.
- 2 The minimum size of an ad should be Wd.8 cm x Ht.5 cm for appointments and Wd. 4 cm x Ht. 3 cms for all other categories.
- 3 The responsibility of providing the ad material remains with the agency / client who place the booking for an advertisement.
- 4 Unless there are different creative for a single advertisement, only one set of creatives need be submitted for orders involving multiple publications within a single publication centre.
- 5 The materials will be accepted in PDF/EPS format only.
- 6 Advertisers submitting their material in a CD (Compact Disc) must ensure that the CD does not contain any other material other than what is relevant for the publishing of the advertisement.
- 7 Advertisers must enclose a printout of the material when it is submitted in a digital format. For colour material, a colour printout has to be provided.
- 8 If any agency / client submits a laser print / artwork, the responsibility of reproduction rests with the agency / client.
- 9 The materials will be retained at our end for a maximum period of one month from the date of publication.
- 10 Advertisers wanting to recall their materials should do so within seven days of the publication of the same. After the expiry of the seven day period, we will not be responsible for the material or republishing of the ad using the said material.
- 11 Advertiser represents that the information in the advertisement is correct, current and complete and that nothing therein is false; and that any picture, logo, text, etc used in the advertisement does not infringe the intellectual property or privacy of a third party; contains nothing indecent or pornographic or defamatory. That we shall in no way be responsible for advertisement or its content.
- 12 Digital material specifications – Broadsheet:

Uncompressed and generic:	EPS, PDF (Version 1.2 or higher)
Resolution :	1200 DPI for SNP Black & White and Colour
	2540 DPI for GNP Colour
Creation :	Convert all text to curves/vectors

Note: Black Text: should only be in black colour

RULES & REGULATIONS

Particular	IE	FE	JS	LS
Front Page Solus	12cm x 20cm	12cm x 20cm	12cm x 20cm	12cm x 20cm
	12cm x 25cm	12cm x 25cm	12cm x 25cm	12cm x 25cm
	16cm x 25cm	16cm x 25cm	16cm x 25cm	16cm x 25cm
Bottom Strip	33cm x 10cm	33cm x 10cm	33cm x 10cm	33cm x 10cm
Sky-bus (Below Mast-head strip)	33cm x 5cm	33cm x 5cm	33cm x 5cm	32.7cm x 5cm

Material : width for Loksatta is 32.7cm

Scheduling and publication:

- 1 Last page of the publication minus pullouts of features / supplements is to be considered as the Back page.
- 2 Insertions within a package can be staggered over a period. However, depending on the type of package used, every insertion must be released within the following time period:

Type of Package	Time Span to release a Single Insertion
Multiple Publications / Multiple Editions	15 days
Single Publication / Multiple Editions	10 days
Multiple Publications / Single Edition	7 days

- 3 Complaints on advertisements must be brought to our notice within one week of publication; otherwise they will not be entertained.
- 4 Size variations if any in advertisements, on any of our packages is permissible only to the extent of dealers' addresses / walk-in interview ads.
- 5 We reserve the right to cancel advertisements at any time upon default in payment.

Billing:

- 1 All advertisements, B&W or colour specified for the Back page shall be charged at Colour rates only.
- 2 In terms of ad size for billing purpose, a fraction of sq. cms. For example, ads measuring 5.00 cm x 5.50 cm = 27.5 sq. cm. will be charged at 27.5 sq. cm.
- 3 Ads published can have variation of + 2mm from the specified size. All materials which are accepted are carried in the stipulated size given, however due to format used / technical issue the ad may be published within a variation of + 2 mm. However the advertisement will be charged as per the stipulated size only.
- 4 Advertisers have the flexibility of not placing their ads in certain editions of a selected package. However in this case the entire package rate will be charged.
- 5 In case of cancellation of any insertion (after the publication of the first insertion) at a later date, the relevant card rate will apply.
- 6 Where an agency / client avails of free ads under any scheme or promotion, the specific dates of insertion of all ads including the free ads must be mentioned in a single RO
- 7 Multiple edition / publication rates will be calculated as the sum of individual edition / publication rates.
- 8 Any discounts for social awareness ads will be subject to the discretion of the management.
- 9 Certified voucher cutting of advertisements will be provided on request latest up-to 1 month from the date of publication.
- 10 Foreign bills will be raised at the respective currency rates, as applicable on the date of insertion.
- 11 The maximum possible refund for any valid complaint will be the cost of the insertion, if found applicable.
- 12 These terms and conditions are subject to change without prior notice.
- 13 We are not bound by any condition, which is in conflict with those stated, in our rate card.
- 14 All disputes to be subject to exclusive jurisdiction of the Courts of Mumbai. In case of publication of ads in more than one edition, courts of Mumbai shall have exclusive jurisdiction.

Special Schemes, promotions and seasonal discounts are available from time to time with our Space Marketing Department. To know more about our offers, please contact your nearest Indian Express RED TEAM's Office.