



INDIAN  
EXPRESS  
GROUP

# RATE CARD

Effective May 1st 2025

# SOLO

Publication	Edition	Effective from 1st May'2025			
		Black & White	Colour	FPS	Tender
The Indian Express	Mumbai	2,545	3,165	4,300	4,275
	Pune	1,255	1,665	2,030	1,735
	Nagpur	195	250	335	295
	Ahmedabad	370	535	690	560
	Vadodara	355	535	675	560
	Delhi	1,530	1,805	2,400	2,440
	Jaipur	330	410	455	450
	Chandigarh	655	975	1,235	880
	Kolkata	445	570	990	885
	Lucknow	500	580	850	975

Publication	Edition	Effective from 1st May'2025			
		Black & White	Colour	FPS	Tender
Financial Express	Mumbai	700	975	-	1,260
	Pune	265	280	-	410
	Ahmedabad (Guj OR Eng)	310	410	-	665
	Delhi	515	760	-	1,085
	Lucknow	160	180	-	310
	Chandigarh	235	265	-	440
	Kolkata	300	375	-	505
	Chennai	325	430	-	510
	Kochi	145	215	-	335
	Bangalore	325	455	-	505
	Hyderabad	325	415	-	505

Publication	Edition	Effective from 1st May'2025			
		Black & White	Colour	FPS	Tender
Loksatta	Mumbai	4,270	4,325	6,280	4,525
	Delhi	230	235		305
	Aurangabad	310	320	435	415
	Pune	625	645	880	630
	Nagpur	210	320	450	300
	Ahmednagar	190	270	485	300

Publication	Edition	Effective from 1st May'2025			
		Black & White	Colour	FPS	Tender
Jansatta	Delhi	675	745	1000	870
	Chandigarh	360	375	570	515
	Kolkata	360	410	570	515
	Lucknow	350	400	530	885

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

# BRAND TURF

BRAND	EDITIONS	Effective from 1st May'2025			
		B/W	Colour	FPS	TENDERS
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata / Jaipur	6,155	6,250	8,470	7,215
Financial Express (All Editions)	Mumbai / Pune / Ahmedabad (Gujarati & English)/ Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow	2,520	3,280	5,185	3,280
Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	840	1,125		1,190
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	4,550	4,760	6,720	5,210
Jansatta (All Editions)	Delhi / Chandigarh / Lucknow / Kolkata	1,550	1,715	2,055	2,170

# FOCUS CITY

CITY	PUBLICATIONS - EDITIONS	DISPLAY / FINANCIAL			TENDERS B/W
		B/W	Colour	FPS	
Mumbai	The Indian Express + Financial Express + Loksatta	4,510	6,165	8,195	5,600
Mumbai	The Indian Express + Loksatta	4,340	5,810	7,935	5,325
Pune	The Indian Express + Financial Express + Loksatta	1,825	2,235	2,775	2,175
Pune	The Indian Express + Loksatta	1,665	2,030	2,595	2,015
Nagpur	The Indian Express + Loksatta	235	325	445	325
Gujarat Ahmedabad + Vadodara)	The Indian Express + Financial Express (Eng/Guj)	955	1,285	-	1,190
Delhi	The Indian Express + Financial Express + Jansatta	2,050	2,475	-	2,940
Chandigarh	The Indian Express + Financial Express + Jansatta	910	1,055	-	1,055
Kolkata	The Indian Express + Financial Express + Jansatta	770	940	-	910
Kolkata	The Indian Express + Financial Express	630	800	-	770
Lucknow	The Indian Express + Financial Express + Jansatta	850	950	-	1,630
Lucknow	The Indian Express + Jansatta	800	920	1,350	1,560
North	The Indian Express (Delhi + Chandigarh + Lucknow + Jaipur)	2,345	2,880	4,030	3,760

# GRAND MASTER

Publication	EDITIONS	Effective from 1st May'2025			
		B/W	Colour	FPS	TENDERS
Force	The Indian Express + Financial Express + Loksatta + Jansatta (All Editions)	9,635	11,570	14,705	11,905
Swift	The Indian Express + Loksatta (All Editions)	7,665	9,105	12,430	10,375
Stretch	The Indian Express + Financial Express (All Editions) or Jansatta (All Editions)	6,450	8,335	12,040	9,245
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	6,440	7,425	10,610	7,280

# RETAIL

Publication	EDITIONS	Frequency	Effective from 1st May'2025			
			B/W	Colour	FPS	Back Page
Loksatta-Vruttant	Mumbai	Tuesday-Sunday	1,335	1,365	1,955	1,570
Loksatta-Vruttant	Thane	Tuesday-Sunday	310	350	515	420
Loksatta-Vruttant	Navi Mumbai	Tuesday-Sunday	125	145	205	180
Loksatta-Vruttant	Vasai - Virar	Tuesday-Saturday	195	230	285	245
Loksatta-Vruttant	Palghar	Tuesday-Saturday	115	125	145	135
Loksatta-Vruttant	Pune	Tuesday-Friday	265	300	-	-
Loksatta-Vruttant	Nasik	Tuesday-Friday	160	180	-	-
Loksatta-Vruttant	Nagpur	Tuesday-Friday	125	140	-	-
Loksatta-Vruttant	All Editions	Tuesday-Sunday	2,115	2,270	3,090	-
Loksatta-Vruttant	Mumbai+Thane+Navi+ Vasai+Palghar	Tuesday-Sunday	1,820	1,840	2,625	2,125

# OTHER SUPPLEMENTS

Publication	EDITIONS/City	Frequency	Supplement Name	Effective from 1st May'2025		
				B/W	Colour	FPS
The Indian Express	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata / Jaipur	Sunday	EYE	-	2,205	2,310
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Friday	Viva	1,800	1,865	
		Saturday	Chaturang	1,800	1,865	2,340
		Sunday	Lokrang	1,800	1,865	2,340
Loksatta	Mumbai	Saturday	Vasturang	1,480	1,535	1,915
Jansatta	Delhi / Lucknow / Chandigarh / Kolkata	Sunday	Ravivari	295	345	420

# CAREER

		Effective from 1st May'2025	
		B/W	Colour
<b>Express Careers - Mumbai</b>	The Indian Express + Loksatta + Financial Express	1,585	1,890
<b>Express Careers - Pune</b>	The Indian Express + Loksatta + Financial Express	745	770
<b>Express Careers - Mumbai + Pune</b>	The Indian Express + Loksatta + Financial Express	2,280	2,530
<b>Express Careers - Nagpur</b>	The Indian Express + Loksatta	145	190
<b>Express Careers - IE Gujrat</b>	The Indian Express - Ahmedabad & Vadodara	280	300
<b>Express Careers - Gujrat</b>	The Indian Express + Financial Express	350	360
<b>Express Careers - Mumbai+Gujrat</b>	The Indian Express + Loksatta + Financial Express	1,655	1,975
<b>Express Careers - Chandigarh</b>	The Indian Express	250	280
<b>Express Careers - North</b>	The Indian Express Delhi +Chandigarh+Lucknow+Jaipur	1,110	1,145
<b>Express Career - West</b>	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Edition) + IE (Gujarat)	2,505	2,785
The Indian Express (All) + Financial Express (All)		2,970	3,045
*The Indian Express (All) + Loksatta (All)		2,680	2,850
The Indian Express (All) + Loksatta(All) + Financial Express(All) + Jansatta(All)		3,050	3,445

# 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 responsibility of providing the ad material remains with the agency / client who place the booking for an advertisement.
- 3 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.
- 4 The materials will be accepted in PDF/EPS format only.
- 5 The materials will be retained at our end for a maximum period of one month from the date of publication.
- 6 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.
- 7 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.
- 8 Digital material specifications – Broadsheet :

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

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
Front Page Pointer	4cm x 5cm	4cm x 5cm	4cm x 5cm	4cm x 5cm
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  $\pm 2$ mm 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  $\pm 2$  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 Certified voucher cutting of advertisements will be provided on request latest up-to 1 month from the date of publication.
- 9 Foreign bills will be raised at the respective currency rates, as applicable on the date of insertion.
- 10 The maximum possible refund for any valid complaint will be the cost of the insertion, if found applicable.
- 11 These terms and conditions are subject to change without prior notice.
- 12 We are not bound by any condition, which is in conflict with those stated, in our rate card.
- 13 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.