

The Hindu + Eenadu Rate Card

Advertising Rates, Effective 15th April, 2015

All rates in Rs. Per square centimeter

Appointments

The Hindu add on rates for AP Split etc.

The Hindu - All & Southern Editions + Eenadu - Greater Hyderabad

The Hindu - All & Southern Editions + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - All & Southern Editions + Eenadu - All Editions

The Hindu - Chennai & Hyderabad City + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad City + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - Chennai & Hyderabad City + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - AP State + Telangana State + Eenadu - AP State & Telangana State

The Hindu - Hyd City / Hyd Edition / AP + Eenadu - Greater Hyd / Central Andhra / North Andhra

The Hindu - HVV / AP + Eenadu - Greater Hyderabad / Central Andhra / North Andhra & All Editions

The Hindu - Chennai & Tirupati + Eenadu - Rayalaseema

The Hindu - Hyderabad City / VSP Edition / VJA Edition + Eenadu - Hyderabad City / VSP City / VJA City

The New Charminar Combination

CANCELLATION FEE FOR FRONT PAGE

- Two days prior to date of release – No cancellation Fee.
- Within two days of date of release – 5% on the gross value of the advertisement (subject to a maximum of Rs.50,000/- per cancellation) is applicable. Invoice will be raised and sent soon after cancellation.
- Cancellation advice need to be sent through email id or by way of a letter addressed to the Department

Combination Rate for Empower

(All Rates in Rs. Per Sq. Cm)

THE HINDU	EENADU		
	Greater Hyderabad	Greater Hyderabad & Central + North Andhra	All Editions
AP			
C - BW	1300	3040	3630
Colour	1940	4845	5840
TS			
C - BW	1265	3005	3595
Colour	1905	4810	5805
AP & TS			
C - BW	1490	3230	3820
Colour	2130	5035	6030
Southern Edition			
C - BW	3125	4865	5455
Colour	3765	6670	7665
All Editions			
C - BW	3360	5100	5690
Colour	4000	6905	7900

Note: C - BW : Colour in TH & BW in Eenadu

The following rates can be added on for The Hindu with any district split of Eenadu at card rate

(All Rates in Rs. Per Sq. Cm)

Edition	FPS	Base Rate		Page 3/5	Page 3
	Colour	Colour	B/W	Colour	B/W
Seemandhra	215	170	145	195	165
Telangana split	155	120	--	140	--
Seemandhra & Telangana Split	385	310	--	--	--

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU -Greater Hyderabad						
	Base	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Base Rate	6150	6380	6625	7010	7230	7360	6785
Colour Combinations							
Front Page*	11020	11250	11495	11880	12100	12230	11655
Base Rate	8400	8630	8875	9260	9480	9610	9035
Page 3	9300	9530	9775	10160	10380	10510	9935
Page 5	9000	9230	9475	9860	10080	10210	9635
Back Page	9900	10130	10375	10760	10980	11110	10535

THE HINDU - Southern Edition	EENADU -Greater Hyderabad						
	Base	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Base Rate	5720	5950	6195	6580	6800	6930	6355
Colour Combinations							
Front Page*	10165	10395	10640	11025	11245	11375	10800
Base Rate	7770	8000	8245	8630	8850	8980	8405
Page 3	8590	8820	9065	9450	9670	9800	9225
Page 5	8320	8550	8795	9180	9400	9530	8955
Back Page	9140	9370	9615	10000	10220	10350	9775

* Specified Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page **or** Position

A Premium of 50% would apply for Specified Page **and** Position

A Premium of 50% would apply for Page 7 (B/W) **or** Back Page (B/W)

For **Front Page Solus** : 50% premium on Front Page rate.

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU - Greater Hyderabad+Central and North Andhra						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	7890	8560	9220	10325	10965	11350	9695
Colour Combinations							
Front Page*	12760	13430	14090	15195	15835	16220	14565
Basic Rate	10140	10810	11470	12575	13215	13600	11945
Page 3	11040	11710	12370	13475	14115	14500	12845
Page 5	10740	11410	12070	13175	13815	14200	12545
Back Page	11640	12310	12970	14075	14715	15100	13445

THE HINDU - Southern Edition	EENADU - Greater Hyderabad+Central and North Andhra						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	7460	8130	8790	9895	10535	10920	9265
Colour Combinations							
Front Page*	11905	12575	13235	14340	14980	15365	13710
Basic Rate	9510	10180	10840	11945	12585	12970	11315
Page 3	10330	11000	11660	12765	13405	13790	12135
Page 5	10060	10730	11390	12495	13135	13520	11865
Back Page	10880	11550	12210	13315	13955	14340	12685

* Specified Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page or Position

A Premium of 50% would apply for Specified Page and Position

A Premium of 50% would apply for Page 7 (B/W) or Back Page (B/W)

For **Front Page Solus** : 50% premium on Front Page rate. For **Front Page Solus** : 50% premium on Front Page rate

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU - All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	8480	9300	10120	11470	12245	12710	10685
Colour Combinations							
Front Page*	13350	14170	14990	16340	17115	17580	15555
Basic Rate	10730	11550	12370	13720	14495	14960	12935
Page 3	11630	12450	13270	14620	15395	15860	13835
Page 5	11330	12150	12970	14320	15095	15560	13535
Back Page	12230	13050	13870	15220	15995	16460	14435

THE HINDU - Southern Edition	EENADU - All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Cir	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	8050	8870	9690	11040	11815	12280	10255
Colour Combinations							
Front Page*	12495	13315	14135	15485	16260	16725	14700
Basic Rate	10100	10920	11740	13090	13865	14330	12305
Page 3	10920	11740	12560	13910	14685	15150	13125
Page 5	10650	11470	12290	13640	14415	14880	12855
Back Page	11470	12290	13110	14460	15235	15700	13675

* Standard Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page or Position

A Premium of 50% would apply for Specified Page and Position

A Premium of 50% would apply for Page 7 (B/W) or Back Page (B/W)

For **Front Page Solus** : 50% premium on Front Page rate.

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [Col/BW]	5285	5515	5760	6145	6365	6495	5920
Page 3 [Col/BW]	5940	6170	6415	6800	7020	7150	6575
Page 5 [Col/BW]	5720	5950	6195	6580	6800	6930	6355
Front Page	6380	6610	6855	7240	7460	7590	7015
THE HINDU-TN, Hyderabad City + EENADU-Greater Hyderabad							
Base Rate [Col/BW]	6590	6820	7065	7450	7670	7800	7225
Page 3 [Col/BW]	7445	7675	7920	8305	8525	8655	8080
Page 5 [Col/BW]	7160	7390	7635	8020	8240	8370	7795
Front Page	8010	8240	8485	8870	9090	9220	8645

Note: Col/BW : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

For **Front Page Solus:** 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	7025	7695	8355	9460	10100	10485	8830
Page 3 [C - BW]	7680	8350	9010	10115	10755	11140	9485
Page 5 [C - BW]	7460	8130	8790	9895	10535	10920	9265
Front Page - Col	8120	8790	9450	10555	11195	11580	9925
THE HINDU-TN, Hyd City + EENADU-Greater Hyd Central and North AP							
Base Rate [C - B/W]	8330	9000	9660	10765	11405	11790	10135
Page 3 [C - BW]	9185	9855	10515	11620	12260	12645	10990
Page 5 [C - BW]	8900	9570	10230	11335	11975	12360	10705
Front Page - Col	9750	10420	11080	12185	12825	13210	11555

Note: [C - BW] : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

For **Front Page Solus:** 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	7615	8435	9255	10605	11380	11845	9820
Page 3 [C - BW]	8270	9090	9910	11260	12035	12500	10475
Page 5 [C - BW]	8050	8870	9690	11040	11815	12280	10255
Front Page - Col	8710	9530	10350	11700	12475	12940	10915
THE HINDU-TN, Hyderabad City + EENADU-All Editions							
Base Rate [C - B/W]	8920	9740	10560	11910	12685	13150	11125
Page 3 [C - BW]	9775	10595	11415	12765	13540	14005	11980
Page 5 [C - BW]	9490	10310	11130	12480	13255	13720	11695
Front Page - Col	10340	11160	11980	13330	14105	14570	12545

Note: [C - BW] : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

*For **Front Page Solus**: 50% permium on Front Page rate.*

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad-Metroplus Weekday (COL)	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	3440	3670	3915	4300	4520	4650	4075
Back Page	3690	3920	4165	4550	4770	4900	4325
Right Page	3820	4050	4295	4680	4900	5030	4455
Front Page	3945	4175	4420	4805	5025	5155	4580

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus on Saturday (COL)	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	3625	3855	4100	4485	4705	4835	4260
Back Page	3895	4125	4370	4755	4975	5105	4530
Right Page	4030	4260	4505	4890	5110	5240	4665
Front Page	4165	4395	4640	5025	5245	5375	4800

The Hindu: Metroplus Week Day Rates and Friday Review Rates are the same in Chennai for Metroplus on Saturday, Metro Weekend rates will apply.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Weekday (COL)	EENADU-All Editions						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5770	6590	7410	8760	9535	10000	7975
Back Page	6020	6840	7660	9010	9785	10250	8225
Right Page	6150	6970	7790	9140	9915	10380	8355
Front Page	6275	7095	7915	9265	10040	10505	8480

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus on Saturday (COL)	EENADU-All Editions						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5955	6775	7595	8945	9720	10185	8160
Back Page	6225	7045	7865	9215	9990	10455	8430
Right Page	6360	7180	8000	9350	10125	10590	8565
Front Page	6495	7315	8135	9485	10260	10725	8700

The Hindu: Metroplus Week Day Rates and Friday Review Rates are the same in Chennai for Metroplus on Saturday, Metro Weekend rates will apply.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Weekday (COL)	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5180	5850	6510	7615	8255	8640	6985
Back Page	5430	6100	6760	7865	8505	8890	7235
Right Page	5560	6230	6890	7995	8635	9020	7365
Front Page	5685	6355	7015	8120	8760	9145	7490

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus on Saturday (COL)	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5365	6035	6695	7800	8440	8825	7170
Back Page	5635	6305	6965	8070	8710	9095	7440
Right Page	5770	6440	7100	8205	8845	9230	7575
Front Page	5905	6575	7235	8340	8980	9365	7710

The Hindu: Metroplus Week Day Rates and Friday Review Rates are the same in Chennai for Metroplus on Saturday, Metro Weekend rates will apply.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU & EENADU – AP & TS STATE		Basic	Page/ Position	Page & Position	Bp/Pg3/P g5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate Col	AP(New)	3160	3825	4500	5615	6255	6670	4975
	TS	2545	3045	3550	4380	4855	5165	3905
FP	AP(New)	3350	4015	4690	5805	6445	6860	5165
	TS	2735	3235	3740	4570	5045	5355	4095
Page 3/5 Col	AP(New)	3275	3940	4615	5730	6370	6785	5090
	TS	2660	3160	3665	4495	4970	5280	4020

* The Hindu: Colour only in Hyderabad

*For **Front Page Solus**: 50% premium on Front Page rate.*

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		EENADU																				
		Greater Hyderabad							North Andhra							Central Andhra						
		Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5 / RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate Col	Hyd city	1670	1955	2185	2685	2975	3150	2430														
	TS Edn	1740	2025	2255	2755	3045	3220	2500														
	Vzg City								1215	1465	1700	2105	2365	2525	1875							
	Vij City															1340	1620	1890	2345	2640	2805	2100
	H/V/V															2305	2565	2855	3295	3590	3765	3065
	AP(New)	1740	2025	2255	2755	3045	3220	2500	1675	1925	2160	2565	2825	2985	2335	1785	2045	2335	2775	3070	3245	2545
FP	Hyd city	1840	2125	2355	2855	3145	3320	2600														
	TS Edn	1930	2215	2445	2945	3235	3410	2690														
	Vzg City								1290	1540	1775	2180	2440	2600	1950							
	Vij City															1415	1695	1965	2420	2715	2880	2175
	H/V/V															2630	2890	3180	3620	3915	4090	3390
	AP(New)	1930	2215	2445	2945	3235	3410	2690	1865	2115	2350	2755	3015	3175	2525	1975	2235	2525	2965	3260	3435	2735
Page 3/5 Col	Hyd city	1775	2060	2290	2790	3080	3255	2535														
	TS Edn	1855	2140	2370	2870	3160	3335	2615														
	Vzg City								1260	1510	1745	2150	2410	2570	1920							
	Vij City															1385	1665	1935	2390	2685	2850	2145
	H/V/V															2500	2760	3050	3490	3785	3960	3260
	AP(New)	1855	2140	2370	2870	3160	3335	2615	1790	2040	2275	2680	2940	3100	2450	1900	2160	2450	2890	3185	3360	2660

* The Hindu : Colour only in Hyderabad and Hyderabad City Edition.

For **Front Page Solus**: 50% permium on Front Page rate.

For **Front Page Solus**: 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Greater Hyd/Central/North Andhra							All Editions						
		Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5 / RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate	H/V/V	4310	5115	5950	7325	7985	8485	5765							
Col	AP&TS	4545	5350	6185	7560	8220	8720	6000	5075	6060	7055	8740	9675	10285	7775
FP	H/V/V	4635	5440	6275	7650	8310	8810	6090							
	AP&TS	4925	5730	6565	7940	8600	9100	6380	5455	6440	7435	9120	10055	10665	8155
Page 3/5	H/V/V	4505	5310	6145	7520	8180	8680	5960							
Col	AP&TS	4770	5575	6410	7785	8445	8945	6225	5300	6285	7280	8965	9900	10510	8000

* The Hindu: Colour only in Hyderabad

For **Front Page Solus**: 50% premium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Seemandhra	Rayalaseema						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5 /RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	4175	4405	4635	5010	5230	5350	4790
Page 3 [C - BW]	4665	4895	5125	5500	5720	5840	5280
Front Page - Col	4995	5225	5455	5830	6050	6170	5610

The Hindu : Specified position in Chennai only, any page in Tirupati

For **Front Page Solus**: 50% premium on Front Page rate.

Note: [C - BW] : Colour in TH & BW in Eenadu

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Hyderabad City						Visakhapatnam City						Vijayawada City					
		Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL	Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL	Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL
Base Rate Col	Hyd city	1580	1810	1980	2035	2195	2415												
	Vzg City							635	710	780	800	850	935						
	Vij City													635	710	780	800	850	935
FP	Hyd city	1750	1980	2150	2205	2365	2585												
	Vzg City							710	785	855	875	925	1010						
	Vij City													710	785	855	875	925	1010
Page 3/5 Col	Hyd city	1685	1915	2085	2140	2300	2520												
	Vzg City							680	755	825	845	895	980						
	Vij City													680	755	825	845	895	980

* **The Hindu:** Colour only in Hyderabad City

For **Front Page Solus:** 50% permium on Front Page rate.

"THE NEW CHARMINAR"

Advertising Rates, Effective 15th April, 2015

(All Rates in Rs. Per Sq. Cm)

Combination rates					
E.H.S.M.	Base Rate	Back Page Colour (TH in Page 3/5)	Front Page Colour (Mon - Thu)	Front Page Colour (Fri & Sat)	Inside Colour
Hyd City (Col)	1680	2500	2835	2835	2130
TH-Hyd City+EE Hyd Edn	1770	2990	3395	3570	2580
AP(new) (Col)	3260	5930	6695	7110	5125
TS Edition (Col)	2645	4695	5295	5605	4055
AP&TS Edition (Col)	5175	9170	10305	10915	7925

THE SIASAT DAILY and HINDI MILAP can be added on to any other combination of E + H, at below mentioned rates	
Particulars	Rate
Base B&W	100
Inside Colour	150
Back Page B&W	150
Back Page Colour	200
Front Page B&W	200
Front Page Colour	250

The Full Page Sizes of all Publications are :	
Eenadu	33 cm (W) x 52 cm (H)
The Hindu	33 cm (W) x 51 cm (H)
Siasat Daily	33 cm (W) x 52 cm (H)
Hindi Milap	33 cm (W) x 51 cm (H)