

## EENADU TELUGU DAILY

**RATES FOR DISPLAY ADS EFFECTIVE FROM 01/04/2016**

| REGION                                | BLACK & WHITE (FOR ALL 7 DAYS) |                          |                          | COLOUR (FOR ALL 7 DAYS)        |                         | FRONT PAGE (COLOUR)   |                     |
|---------------------------------------|--------------------------------|--------------------------|--------------------------|--------------------------------|-------------------------|-----------------------|---------------------|
|                                       | Basic                          | BP/PG3/PG5<br>GUARANTEED | PAGE+POSTN.<br>GURANTEED | INSIDE (OTHER<br>THAN PG3/PG5) | BP/PG3/PG5<br>GURANTEED | MONDAY TO<br>THURSDAY | FRIDAY TO<br>SUNDAY |
| <b>ANDHRA PRADESH (AP)</b>            |                                |                          |                          |                                |                         |                       |                     |
| CENTRAL ANDHRA                        | 1230                           | 1540                     | 1850                     | 2055                           | 2350                    | 2645                  | 2815                |
| NORTH ANDHRA                          | 1135                           | 1420                     | 1700                     | 1890                           | 2160                    | 2430                  | 2595                |
| RAYALASEEMA                           | 1105                           | 1380                     | 1660                     | 1850                           | 2110                    | 2375                  | 2530                |
| ANDHRA PRADESH STATE                  | 2970                           | 3710                     | 4460                     | 4960                           | 5660                    | 6370                  | 6790                |
| <b>TELANGANA (TG)</b>                 |                                |                          |                          |                                |                         |                       |                     |
| GREATER HYDERABAD                     | 1325                           | 1660                     | 1990                     | 2220                           | 2530                    | 2850                  | 3040                |
| TELENGANA                             | 1105                           | 1380                     | 1660                     | 1850                           | 2110                    | 2375                  | 2530                |
| TELANGANA STATE                       | 2210                           | 2770                     | 3320                     | 3700                           | 4220                    | 4750                  | 5070                |
| <b>EENADU COMBINED (AP+TG STATES)</b> | 4400                           | 5500                     | 6600                     | 7360                           | 8390                    | 9460                  | 10080               |

*Sunday Magazine - For B/W and Color Ads in Inside Pages above mentioned rates only will apply. However, for Inside Cover -135%, for Back Cover - 150% and Front Page (Strip Ad) 200% premiums will apply on basic B/W Rates.*

# EENADU TELUGU DAILY

RATES FOR NOTICE ADS EFFECTIVE FROM 01/04/2016

| REGION                                | BLACK & WHITE (FOR ALL 7 DAYS) |                             |                             | COLOR (FOR ALL 7 DAYS)             |                             |               |
|---------------------------------------|--------------------------------|-----------------------------|-----------------------------|------------------------------------|-----------------------------|---------------|
|                                       | BASIC                          | BP/PG3/P<br>G5<br>GURANTEED | PAGE+POSITIO<br>N GURANTEED | INSIDE (OTHER<br>THAN PG3/P<br>G5) | BP/PG3/P<br>G5<br>GURANTEED | FRONT<br>PAGE |
| <b>ANDHRA PRADESH (AP)</b>            |                                |                             |                             |                                    |                             |               |
| CENTRAL ANDHRA                        | 1415                           | 1765                        | 2120                        | 2370                               | 2705                        | 3040          |
| NORTH ANDHRA                          | 1285                           | 1610                        | 1930                        | 2155                               | 2465                        | 2775          |
| RAYALASEEMA                           | 1250                           | 1560                        | 1875                        | 2090                               | 2385                        | 2685          |
| ANDHRA PRADESH STATE                  | 3380                           | 4220                        | 5070                        | 5670                               | 6470                        | 7280          |
| <b>TELANGANA (TG)</b>                 |                                |                             |                             |                                    |                             |               |
| GREATER HYDERABAD                     | 1495                           | 1870                        | 2245                        | 2510                               | 2860                        | 3215          |
| TELENGANA                             | 1250                           | 1560                        | 1875                        | 2090                               | 2385                        | 2685          |
| TELANGANA STATE                       | 2500                           | 3120                        | 3750                        | 4180                               | 4770                        | 5360          |
| <b>EENADU COMBINED (AP+TG STATES)</b> | <b>4990</b>                    | <b>6240</b>                 | <b>7490</b>                 | <b>8370</b>                        | <b>9550</b>                 | <b>10750</b>  |

| <b>EENADU TELUGU DAILY</b>                  |                               |
|---|-------------------------------|
| <b>RATES FOR EAR PANELS FROM 01/04/2016</b> |                               |
| <b>REGION</b>                               | <b>Color (For All 7 Days)</b> |
| <b>ANDHRA PRADESH (AP)</b>                  |                               |
| CENTRAL ANDHRA                              | 84515                         |
| NORTH ANDHRA                                | 77870                         |
| RAYALASEEMA                                 | 75965                         |
| ANDHRA PRADESH STATE                        | 203790                        |
| <b>TELANGANA (TG)</b>                       |                               |
| GREATER HYDERABAD                           | 91155                         |
| TELANGANA                                   | 75965                         |
| TELANGANA STATE                             | 151930                        |
| <b>EENADU COMBINED (AP+TG STATES)</b>       | <b>302360</b>                 |

| <b>EENADU TELUGU DAILY</b>                             |                      |
|--|----------------------|
| <b>RATES FOR CLASSIFIED (PER LINE) FROM 01/04/2016</b> |                      |
| <b>Region</b>  | <b>Rate Per Line</b> |
| <b>ANDHRA PRADESH (AP)</b>                             |                      |
| CENTRAL ANDHRA   | 940                  |
| NORTH ANDHRA   | 840                  |
| RAYALASEEMA  | 815                  |
| ANDHRA PRADESH STATE                                   | 2220                 |
| <b>TELANGANA (TG)</b>                                  |                      |
| GREATER HYDERABAD                                      | 990                  |
| TELANGANA  | 815                  |
| TELANGANA STATE  | 1640                 |
| <b>EENADU COMBINED (AP+TG STATES)</b>                  | <b>3130</b>          |

| <b>EENADU TELUGU DAILY</b>                               |               |                 |                    |                    |
|--|---------------|-----------------|--------------------|--------------------|
| <b>RATES FOR PELLI PANDIRI (Sundays) FROM 01/04/2016</b> |               |                 |                    |                    |
| Region   | Black & White |                 |                    |                    |
|  | 4 Lines       | Each Addl. Line | Display Per Sq.Cm. | Ear Panel B/W only |
| <b>ANDHRA PRADESH (AP)</b>                               |               |                 |                    |                    |
| Central Andhra   | 875           | 220             | 1040               | 49895              |
| North Andhra   | 805           | 205             | 940                | 45145              |
| Rayalaseema  | 765           | 195             | 920                | 44090              |
| <b>ANDHRA PRADESH STATE</b>                              | <b>1700</b>   | <b>430</b>      | <b>2480</b>        | <b>119070</b>      |
| <b>TELANGANA (TG)</b>                                    |               |                 |                    |                    |
| Greater Hyderabad  | 915           | 230             | 1100               | 52800              |
| Telangana  | 765           | 195             | 920                | 44090              |
| <b>TELANGANA STATE</b>                                   | <b>1260</b>   | <b>320</b>      | <b>1840</b>        | <b>88180</b>       |
| <b>EENADU COMBINED (AP+TG STATES)</b>                    | <b>2150</b>   | <b>540</b>      | <b>3510</b>        | <b>168430</b>      |