

FOR FURTHER INFORMATION CONTACT:

- HYDERABAD** : Eenadu Complex, Somajiguda, Hyderabad-500 082. Tel: 23318181, 8008567995
- VIJAYAWADA** : Eenadu press, Patamata Lanka, D.No.40-1-88A, Near Benz Circle, Vijayawada-520 010; Tel: 0866-2494900.
- VISAKHAPATNAM** : Plot No.249, Block-D, IDA, Autonagar, Chinagantyada Village & Mandal, Visakhapatnam-530 012; Tel: 0891-2570211, 2570212..
- TIRUPATI** : Renigunta Road, Settipally S.O., Tirupati-517 506, Tel: 0877-2275075, 8008001702.
- ANANTAPUR** : Post Box No.45, Rappthadu, Bangalore Road, Anantapur-515 001; Tel: 08554-273444, 273555 Fax: 250866.
- KARIMNAGAR** : Door No.5-13/2, Post Box No.9, LMD Colony, Algnoor Village, Thimmapur Mandal, Karimnagar-505 527; Tel: 8008705861.
- RAJAMAHENDRAVARAM** : Post Box No.3-1308, Eenadu Compound, Hukumpeta Village, Rajamahendravaram-533 107 Tel: 0883-2468994, 9959021582, 9959021583, Fax: 0883-2468995.
- SURYAPET** : Survey No.49, Near 33/11, KVA Sub-Station, Jammigadda, Suryapet-508 213, Nalgonda District, Tel: 08684-221146, 220988.
- GUNTUR** : Survey No.393/1, Pottur Village, Guntur (Rural Mandal), Guntur District-522 005, Tel: 99590 21812, 80087 05475, 0863-2512142, Fax: 2512109.
- NELLORE** : Survey No.312/7, Chemudugunta Village, Venkatachalam Mandal, SPSR Nellore Dist-524 320; Tel: 0861-2338734.
- SRIKAKULAM** : Eenadu Press, Pedapadu Village, Srikakulam Mandal, Srikakulam District-532 401, Tel: 08942-241101 Fax: 241110
- KURNOOL** : Survey No.81 & 82, Munagalapadu Village, Kurnool Mandal, Kurnool District-518 004, Tel: 08518-252813, 289700, 8008706118 Fax: 252555
- WARANGAL** : H.No.30-2-39/3, Eenadu Complex, Medikonda, Hanmakonda Mandal, Warangal Dist - 506 142, Tel: 99590 21804, 99590 21805.
- KADAPA** : Gudur Village, Maidukur Road, Near Alankanpalli, Kadapa-516 003. Tel: 08562-270011, 270012, Fax: 250866
- TADEPALLIGUDEM** : Survey No. 1201, Uppakapadu Post, Unguturu Mandal, W.G.Dist-534 411; Tel: 08818-228881, 228882.
- KHAMMAM** : Survey No.139, Velugumtla Village, Khammam Urban Mandal, Khammam Dist-507 002. Tel: 08742-255661, 99590 21806, 8008004435.
- NIZAMABAD** : Survey No. 1214 & 1215, Bardipur Village, Dichpalli Mandal, Nizamabad Dist-503 230, Tel: 08461-245661, 245662, 80082 21798, 99590 21801, 8008001638.
- MAHABUBNAGAR** : Survey No.277, Boothpur Road, Polakonda Village, Mahabubnagar Dist-509 001, Tel: 8008706123, 8008706125.
- ONGOLE** : Survey No.421, Parnamitta Village, Santhanuthalapadu Mandal, Ongole, Prakasam Dist. 523 225, Tel: 08592-256777, 99590 21814.

OFFICE IN STATE CAPITALS:

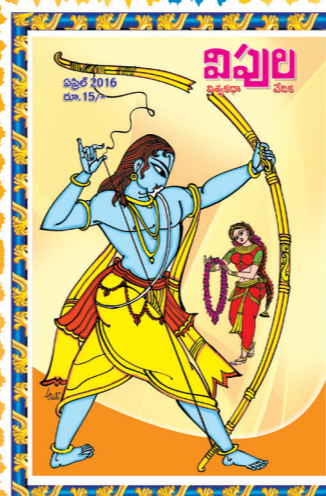
- BENGALURU** : 2nd Floor, 44/2, Dickenson Road, Bengaluru-560 042, Tel: 080-25599686/25583805, Fax: 080-25588088.
- BHOPAL** : 84, Zone II, MP Nagar, Bhopal-462 016; Cell: 93008 02363, Fax: 0755-4224619
- KOLKATA** : 22 Lake place, Ground Flr, Kalighat Metro Station, Police Station-Tollyguange, Kolkatta-29, Ph: 033-40061385.
- CHENNAI** : C-10, Parsn Manere, 2nd Floor, 60, Anna Salai, Mount Road, Chennai-600 006, Tel: 044-28242036/28232390, Fax: 044-28275542.
- MUMBAI** : No.2, 1st Floor, The Victoria House, Pandurang Budhakar Marg. Lower Parel, Mumbai-400 013. Tel: 022-24982498/32449718/32449117, Fax: 022-24921170/24921172.
- NEW DELHI** : 111-112, Arunachal Building, Barakhamba Road, New Delhi-110 001. Tel: 011-23753440-43/23714194, Fax: 011-23753440.

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**ANNADATA
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	ANNADATA	SITARA	VIPULA	CHATURA
RATES IN RS.				
PARTICULARS				
PERIODICITY	FARMERS MONTHLY	FILM WEEKLY	MONTHLY STORIES DIGEST	MONTHLY NOVEL
Date of Release	on the first	every Thursday	on the first	on the first
Full Page	B/W 40,000	14,950	5,000	5,000
	Colour 80,000	29,900	10,000	10,000
Half Page	B/W 20,000	7,475	2,500	2,500
	Colour 40,000	14,950	5,000	5,000
Back Cover	Colour only 96,800	37,375	14,000	14,000
Second/Third Cover	B/W 44,600	18,690	6,000	6,000
	Colour 89,200	33,640	12,000	12,000
Centre Spread	B/W 79,900	29,900	--	--
	Colour 1,59,800	59,800	--	--
Per Col Cm	B/W 440	75	--	--
	Colour 880	150	--	--
Front Cover	Colour only 32,100	14,950	14,000	14,000
	(5H x 18W)	(7H x 25W)	(5H x 10.5W)	(5H x 10.5W)
MECHANICAL DETAILS				
Column Height	24.3 Cms	38.6 Cms	18 Cms	18 Cms
Column Width	4.3 Cms	4.4 Cms	4.9 Cms	4.9 Cms
Columns to a Page	4	5	2	2
Overall Page Size	25.8x20.5 Cms	41x26.3 cms	20x12.6 Cms	20x12.6 Cms
Print Area	24.3x18.5 Cms	38.6x24 Cms	18x10.1 Cms	18x10.1 Cms
Bleed Size	25.8x20.5 Cms	41x26.3 Cms	20x12.6 Cms	20x12.6 Cms
Half Page Size				
- Horizontal	12.15x18.5 Cms	19.3x24 Cms	9x10.1 Cms	9x10.1 Cms
- Vertical	24.3x9 Cms	38.6x11.7 Cms	18x4.9 Cms	18x4.9 Cms
MATERIALS ACCEPTED				
B/W Artwork/ Artpulls/ CDs				
Deadlines (before Issue Date)				
Receipt of Material	15 days	20 days	20 days	20 days
Cancellation	10 days	15 days	15 days	15 days
Premium:				
Specified Position	25% extra	25% extra	25% extra	25% extra
Colour Bleed	15% extra	15% extra	15% extra	15% extra

REGIONAL RATES FOR ANNADATA	ANDHRA		TELANGANA		RAYALASEEMA	
	B/W	COLOUR	B/W	COLOUR	B/W	COLOUR
Full Page	Rs. 20,600	Rs. 41,200	Rs. 17,600	Rs. 35,200	Rs. 12,100	Rs. 24,200
Half Page	Rs. 10,300	Rs. 20,600	Rs. 8,800	Rs. 17,600	Rs. 6,050	Rs. 12,100
Per Col Cm	Rs. 250	Rs. 500	Rs. 190	Rs. 360	Rs. 120	Rs. 240

Advertisements will be accepted for Publication subject to terms & Conditions

TERMS & CONDITIONS

- The charges of all advertisements are to be paid in advance except in the case of approved accounts.
- While every endeavour will be made by the management to avoid publication of competitive advertisements in close proximity to each other, no guarantee can be given in this respect, nor will claims be entertained for free insertions in the event of advertisements of rival products appearing on the same page/issue or facing page.
- Due care is taken that advertisements shall, as far as possible appear on the date specified. But no guarantee is implied in the acceptance of an order and management will not accept any liability if any advertisement is published on days other than those desired.
- The management accepts no liability for any loss or damage caused by an error or inaccuracy in the printing of/ or omission to insert any advertisement, or for any damage or loss of artworks, artpulls, or other material supplied for the purpose of advertising. Material supplied should be collected within 15 days from the date of insertion.
- The management reserves the right to decline publications of copy/illustrations which in their opinion would disfigure or damage the reputation of the magazine or prejudice other advertisements and also to refuse or suspend the publication of advertisement at any stage and under any conditions without assigning reasons.
- Quarter or half cm. measurements are not accepted. Any fraction of centimetre will be rounded off to the next higher figure.
- Due care will be taken to ensure good reproduction. However, the management accepts no responsibility for faulty printing due to defective materials supplied or due to circumstances beyond their control and no claims will be entertained for free repeat insertions.
- The management shall be at liberty to revise the advertisement rates for their publications by giving one month's notice to the advertisers/Advertising Agencies.
- All bills with supporting vouchers will be submitted to the Agencies/Advertisers before the 15th of the following month. Any complaint concerning any bill/Voucher cutting will not be entertained unless reported in writing, within 15 days of its receipt. On receipt of such a complaint the matter will be investigated and if considered necessary in the opinion of the management the same will be rectified. However, the pendency of any such disputed complaint will not be regarded as sufficient reason or ground for the non-payment of bills.
- The agency and/or the Advertiser hereby indemnifies Vasundhara Publications the Proprietors of Sitara, Annadata, Vipula and Chatura and its employees against all actions, demands, losses, costs, charges, expenses, damages. etc. which Vasundhara Publications and/ or any of its employees may incur or that may arise by reason of the publication of any advertisement on behalf of the Agency and/or the Advertiser.
- The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and no separate acceptance of these conditions is necessary. Conditions stipulated on an Agency's/ Advertiser's order from elsewhere by an Agency/ Advertiser shall be void in so far as they are in conflict with these conditions. The other conditions if any, in the order forms, etc. will not become enforceable unless specifically accepted by the management.
- Advertisement matter received in English will be translated and published in Telugu, unless asked to be published in English. While due care will be taken in translating the English matter, no responsibility will be undertaken for any possible change of meaning in the translated text. Proper nouns and technical words will be translated to the nearest meaning.
- Only the courts at Hyderabad shall have jurisdiction in case of any dispute or any legal proceedings.