



**THE
EXPRESS
GROUP**

RATE CARD

Effective March 1st, 2011

The Indian Express



	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Mumbai	1090	1170	1610	1440
Pune	615	690	875	660
Nagpur	90	100	140	100
Ahmedabad	155	200	225	165
Vadodara	155	200	225	165
Delhi	690	775	920	805
Delhi <i>Plus</i> *	995	1155	1565	1210
Chandigarh	315	395	555	345
Kolkata	180	230	425	270
Jammu	125	160	170	125
Lucknow	180	220	475	280

The Sunday Express

	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Mumbai	1150	1250	1670	1510
Pune	630	710	920	665
Nagpur	95	115	155	115
Ahmedabad	175	225	290	180
Vadodara	175	225	290	180
Delhi	730	840	990	875
Delhi <i>Plus</i> *	1060	1270	1615	1305
Chandigarh	355	420	640	380
Kolkata	205	270	455	300
Jammu	130	165	175	130
Lucknow	200	265	450	300

* Delhi plus includes: Delhi, Jammu & Lucknow editions

The Financial Express

	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Mumbai	315	400	-	480
Pune	110	120	-	150
Ahmedabad (Guj OR Eng)	125	165	-	215
Delhi	235	355	-	375
Lucknow	60	70	-	100
Chandigarh	90	110	-	165
Kolkata	130	160	-	170
Chennai	150	165	-	170
Kochi	60	70	-	105
Bangalore	145	160	-	175
Hyderabad	145	160	-	175

Loksatta



	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Mumbai	1650	1730	2550	1700
Delhi	70	75	-	70
Aurangabad	105	125	-	120
Pune	230	255	390	245
Nagpur	90	105	150	90
Ahmednagar	80	95	150	85

Ravivar Loksatta

	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Mumbai	1700	1775	2600	1760
Delhi	75	80	-	75
Aurangabad	110	130	-	125
Pune	225	245	410	235
Nagpur	100	125	170	100
Ahmednagar	90	105	170	95

Jansatta

	Display & Financial			Tender/Notices
	Black & White	Colour	FPS	
Editions	(Rs. Rates per Sq cms)			
Delhi	270	305	410	320
Chandigarh	140	155	225	160
Kolkata	145	165	230	170
Lucknow	140	155	225	160

Brand Turf

		Display & Financial			
		Black & White	Colour	FPS	Tender/Notices
Brand	Editions	(Rs. Rates per Sq cms)			
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata	2400	2850	4000	2780
The Financial Express (All Editions)	Mumbai / Pune / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Ahmedabad (Gujarati & English) / Lucknow	1000	1360	2100	1100
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	400	460	-	460
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Ahmednagar/Aurangabad/Delhi	1960	2060	3000	2000
Jansatta (All Editions)	Delhi/Chandigarh/Lucknow/Kolkata	695	775	820	800

FOCUS CITY



City	Publications	Display & Financial			Tender/Notices
		Black & White	Colour	FPS	
(Rs. Rates per Sq cms)					
Mumbai	The Indian Express + The Financial Express + Loksatta	2400	2850	-	2780
Mumbai	The Indian Express + Loksatta	1960	2060	3000	2000
Pune	The Indian Express + The Financial Express + Loksatta	760	885	-	875
Pune	The Indian Express + Loksatta	715	845	1150	825
Nagpur	The Indian Express + Loksatta	95	110	170	105
Gujrat (Ahmedabad + Vadodara)	The Indian Express + The Financial Express(guj/Eng)	365	450	-	380
Delhi	The Indian Express + The Financial Express + Jansatta	900	1040	-	1095
Chandigarh	The Indian Express + The Financial Express+Jansatta	370	425	-	420
Kolkata	The Indian Express + The Financial Express + Jansatta	310	390	-	365
Kolkata	The Indian Express + The Financial Express	260	320	-	290
Lucknow	The Indian Express + Jansatta	265	325	450	350

Special Packages



Brand	Editions	Display & Financial	
		Black & White	Colour
		(Rs. Rates per Sq cms)	
The Indian Express (West)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara	1999	2199
The Indian Express (North)	Delhi / Chandigarh / Lucknow/Jammu	1199	1420
IE (Delhi+Chandigarh)	Delhi / Chandigarh	-	1099
IE (Mumbai+Pune)	Mumbai / Pune	-	1775

WEEKEND PACKAGES

		Display & Financial			
		Black & White	Colour	FPS	Tender/Notices
Brand	Editions	(Rs. Rates per Sq cms)			
The Sunday Express	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata	2630	3150	4350	2850
Ravivar Loksatta	Mumbai / Pune / Nagpur / Ahmednagar/Aurangabad/Delhi	2015	2110	3050	2060
The Sunday Express + Ravivar Loksatta	Mumbai	2225	2320	3265	2580
The Financial Express on Sunday	Mumbai / Pune / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow/Ahmedabad (English)	750	950	1125	750
The Sunday Express + Ravivar Loksatta	Pune	745	900	1145	855
The Sunday Express + Ravivar Loksatta + The Financial Express on Sunday	All Editions	3030	3515	4970	3570

GRAND MASTERS



Package Name	Publications	Display & Financial			Tender/Notices
		Black & White	Colour	FPS	
		(Rs. Rates per Sq cms)			
Force	The Indian Express + The Financial Express + Loksatta + Jansatta (All Editions)	3850	4150	6800	4300
Swift	The Indian Express + Loksatta (All Editions)	3300	3800	5500	3700
Stretch	The Indian Express + The Financial Express (All Editions)	2700	3300	4700	3100
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	2680	3100	4550	2950

RETAIL



City	Publications	Display & Financial			
		Black & White	Colour	Front Page	Back Page
		(Rs. Rates per Sq cms)			
Mumbai	Newsline	370	395		
	Vruttant(including Thane vruttant)	740	770	1100	875
	Newsline+Vruttant	860	910		
	Thane Vruttant	110	140	200	160
Pune	Newsline	320	345		
	Vruttant	125	145		
	Newsline+Vruttant	395	440		
Delhi	Express Newsline	265	300		
Chandigarh	Express Newsline	115	140	190	160
Nasik + Uttar Maharashtra	Vruttant	60	75		
Nagpur +Vidharbha	Vruttant	40		60	50
Marathwada	vruttant	95	105		
Nagar	Vruttant	55	75		

SUPPLEMENT

Supplement name	Publication	Day of Publication	Editions	Black & White	Colour
				(Rs. Rates per Sq cms)	
Brandwagon	The Financial Express (Eng.)	Tuesday	Mumbai/Ahd(Eng)/Del/Chandigarh/Kol/Chennai/Kochi/Bgl/Hyd/Pune/Lucknow	400	475
Chaturang	Loksatta	Saturday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Viva	Loksatta	Friday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Career Counselor	Loksatta	Mumbai - Wednesday/ Nagpur & Pune - Thursday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Vasturang	Loksatta	Mumbai - Saturday	Mumbai	745	780
Vasturang	Loksatta	Pune - Sunday	Pune	125	140
Lokrang	Loksatta	Sunday	Mumbai,Pune,Nagpur,Aurangabad,Ahmednagar,Delhi	915	945
Ravivari	Jansatta	Sunday	Delhi,Lucknow, Chandigarh & Kolkotta	145	175
Rang Tarang	Jansatta	Friday	Kolkotta	105	115

EYE

Bleed	Dimensions: 21.4cmX30.5cm
Options	Colour Rates in Rs.
Front Inside Cover	700000
Back Cover	800000
Back Inside Cover	700000
Center Spread	550000
Full Page	550000
Half Page	300000
Single Strip*	100000

* height of the strip is 5cms

CAREER



Publications	Black & White	Colour
	(Rs. Rates per Sq cms)	
Express Careers - Mumbai	800	945
Express Careers - Pune(Indian Express + Loksatta+ Financial Express)	285	300
Express Careers -Nagpur	70	85
Express Careers - Gujrat	140	150
Express Careers - Chandigarh	125	140
Express Careers - Mumbai + Pune	900	1090
Express Careers - Mumbai+Gujrat	850	1020
Express Careers - Gujrat(Indian Express + Financial Express)	190	200
Express Careers - North (Indian Express Delhi +Chandigarh)	400	450
Express Career - West (Mumbai+Pune+Gujrat+Nagpur)	870	1060
The Indian Express (All) + Financial Express (All)	1100	1350
The Indian Express (All) + Loksatta (All)	1260	1425
The Indian Express (All) + Loksatta(All)+ Financial Express + Jansatta(All)	1500	1660

Magazines -proposed rates

(Rates in Rs)

	Full Page	Half Page	Cover 2/3	Cover 4	Centre Spread	Double Spread	Reverse Gatefold
Lokprabha (Colour)	100000	70000	130000	145000	205000	195000	245000
Lokprabha (Col - Glaze)	110000	75000	-	-	230000	210000	-
Lokprabha (B/W)	65000	35000	-	-	-	-	-
Sabrang	20000	13500	24000	30500	31000	-	-

(Rates in Rs)

SCREEN	Full Page	Center Spread	4-page glazed Supplement	Per sq. cms Rate	Front Page
B&W Rate	60000	120000		100	
Colour Rate	90000	159000		150	
Glazed Rate	115000	225000	425000		295

(Rs.Rates per Sq cms)

Industrial Spectrum	B/W rates
IE+Fe all	1350

Rules & Regulations

FOR ACCEPTANCE OF RELEASE ORDER & CANCELLATION OF ADVERTISEMENTS

1. Advertisements must comply with:
 - (a) Our code of standards
 - (b) State Laws
 - (c) The rules as stipulated in the Code of Indian Newspaper Society
2. We stand indemnified against claims arising directly or indirectly from the publication or non-publication of an advertisement.
3. We endeavour to publish advertisements on schedule, but the dates of publication cannot be guaranteed.
4. We reserve the rights to advance or postpone the date of release by a week 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, 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.
9. Irrespective of the rates mentioned in the release order, the rates applicable to the category of ad released would be charged and payable.
10. All release orders must accompany 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. Written instructions for cancellation of B&W ads must be received within the following time span:

	Local editions	Other editions
Special Positions (dailies)	7 days	10 days
Regular Positions (dailies)	3 days	6 days
Magazines	5 weeks	

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. The advertiser will be charged a portion of the rate of insertion in this case as provided below:

% of rate of insertion applicable as cancellation charges			
48 hours before date of insertion	72 hours before date of insertion	48 hours before date of insertion	24 hours before date of insertion
Front Page Solus	50 %	75 %	100 %
Colour	20 %	30 %	50 %

16. No cancellations of publication / edition will be allowed within any standard package.

17. In all release orders, insertions having multiple publications / editions should be consumed within the time specified.
18. Advanced bookings for solus position advertisements need to be reconfirmed by the agency at least 4 days prior to the deadline for the publication; failure to do so authorises us to cancel the booking.
19. These conditions are over and above any specific agreement that may be set forth between our space marketing department and the advertisers.
20. Death certificate must be provided with obituary ads.
21. FIR lodged proof must be provided for ads regarding 'missing people'.
22. Political and election ads shall be accepted only against advance payments.
23. Overseas recruitment agents should disclose their recruitment license number in the material.
24. Appointment advertisements if published or carried in publication or edition other than the specified Appointment day as per the RO then it will be billed as per the prevalent Display rates

ADVERTISEMENT MATERIAL

1. All advertisements 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.6cm 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 places the booking for an advertisement.
4. Unless there are different creative for a single advertisement, only one set of creatives needs to be submitted for orders involving multiple publications within a single publication centre.
5. The material will be accepted in PDF/EPS format only.
6. Advertisers submitting their material in a CD (Compact Disc) must ensure that the CD doesn't 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. The materials will be retained at our end for a maximum period of one month from the date of publication.
9. Advertisers wanting to recall their materials should do so within 30 days of the publication of the same. After the expiry of the 30 day period, we will not be responsible for the material or republishing of the ad using the said material.

SCHEDULING AND PUBLICATION

1. Last page of the publication minus pullouts of features / supplements is to be considered as the back page. Back page implies the page with the print line.
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 in a single insertion
Multiple Publications / Multiple Editions	15 days
Single Publication / Multiple Editions	10 days
Multiple Publications / Single Edition	7 days

3. We do not accept any responsibility for missed or rejected ads or reproduction complaints or any other complaint whatsoever subsequent to the acceptance of the release order / material.
4. Complaints on advertisements must be brought to our notice within one week of publication; otherwise they will not be entertained.
5. Size variations if any in advertisements, on any of our package is permissible only to the extent of dealers addresses / walk-in interview ads.
6. We reserve the right to cancel advertisements at any time upon default in payment.
7. In Delhi plus includes: delhi, Jammu & Lucknow editions

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 28 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. Obituary ads released by individuals will enjoy a 50% discount on the card rate.
9. Any discounts for social awareness ads will be subject to the discretion of the management.
10. Certified voucher cutting of advertisements will be provided on request latest up to 1 month from the date of publication.
11. Foreign bills will be raised at the dollar rates applicable on the date of insertion.
12. The maximum possible refund for any valid complaint will be the cost of the insertion, if found applicable.
13. These terms and conditions are subject to change without prior notice.
14. We are not bound by any condition, which is in conflict with those stated, in our rate card.

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 space marketing office.