

BASIC RATES

All rates in Rupees / per sq. cm.

CATEGORIES

A) DISPLAY

Edition	B/W	Col
All Edition	300	350
All Odisha	290	340
Bhubaneswar (BBSR.)	225	275
Sambalpur (SBL)	150	175
Jeypore (JPRE)	100	125
Surat (Gujarat)	80	100
Western+Southern Odisha	200	225
Bhubaneswar+Sambalpur	250	300
Bhubaneswar+Jeypore	225	275

B) PANELS / STRIPS (All Edition)

Edition	Single	*15 days	*30 days	Size
Front Ear Panel	10,000	@8,000	@6,000	7x10cm.
Back Panel	5,000	@4,000	@3,000	6x10cm.
Front Strip	40,000	-	-	5x33cm.
Back Strip	30,000	-	-	6x33cm.
Strip (Back Inner)	15,000	-	-	5x33cm.

Ear Panel/Back Panel/Back Strip in Colour
Back Inner Strip : 2 Editions in Colour, 2 in B/W * Rate per single insertion

C) APPOINTMENT (All Edition)

	B/W	Col
Front Page	200	225
Back Page	175	200
Inner	150	-

D) TENDER / NOTICE (All Edition)

	B/W	Col
Inner Pages	250	-

E) LEGAL/COURT NOTICE

(All Edition)	B/W	Col
Inner Pages	175	-

F) FINANCIAL NOTICES

(All Edition / Business Page - Karabara)	B/W	Col
Inner Pages	250	-

Public Issue, Un-audited financial results, AGM Speech, Banks & financial Institutions

G) FILM/ENTERTAINMENT

(All Edition/Everyday)	B/W	Col
Inner Pages	50	75
Back Page	75	100

H) FEATURE PAGES / SUPPLEMENTS

(All Edition)	B/W	Col
Feature Pages	100	150
Sunday Supplement	100	125

I) DISPLAY CLASSIFIED (Everyday / All Edition / Flat Rate)

Size	Single Insertion		Monthly	
	B/W	Col	B/W	Col
4x5cm.	500	600	12,000	15,000
4x10cm.	800	900	20,000	25,000
8x5cm.	1000	1100	25,000	30,000

Minimum: 2 insertions

J) INNOVATIONS (All Edition/Flat Rate)

Pointers (4x5cm./Col.)*	15 days	Monthly	Qrtly.	Annual
Front Page	50,000	75,000	1,50,000	3,00,000
Back Page	25,000	50,000	1,00,000	2,00,000

*Subject to availability of space on Front/Back page

PREMIUM ON BASIC RATES

Front Page (Solus)	75%
Front Page	50%
Back Page	25%
Specific Position/Pol.Ads.	10%

SCHEMES / SPL OFFERS

Front Ear Panel	1+1 Free
Back Panel	2+1 Free
Front Strip	1+1 Free
Back Strip	1+1 Free
Back Inner Strip	1+1 Free
Appointment	1+1 Free

CLASSIFIED (EVERY DAY / ALL EDITION)

- a. **Display type:** Obituary, Birthday, Anniversary, Missing, Lost & Found, Awards, Wanted
4x5cm. Rs.250 / 4x10cm. Rs.500
- b. **Non-Display type:** Matrimonial, Sale, Purchase, To-let, Astrology, Lost & Found, Health, Business, Finance
Running Matter. Max. 50 words. Minimum Rs.100 (15 words).
Extra words @Rs.5 per word.
Repeat insertion/Box & Bold:Rs.50 extra each
Matrimonial Advertisements : Sunday Only

REACH

- All Edition **30 Dists. of Odisha+Surat**
All Odisha **All Odisha (Minus Surat)**
Bhubaneswar (BBSR.) **16 Districts of Odisha (Balasore, Bhadrak, Mayurbhanj, Angul, Keonjhar, Khurda, Jajpur, Kendrapara, Jagatsinghpur, Cuttack, Nayagarh, Dhenkanal, Puri, Ganjam, Gajapati, Kandhamal)**
- Sambalpur (SBL) **10 Districts of Odisha (Sambalpur, Bargarh, Deogarh, Bolangir, Sonepur, Boudh, Kalahandi, Nuapada, Jharsuguda, Sundargarh)**
- Jeypore (JPRE) **4 Districts of Odisha (Koraput, Rayagada, Malkangiri, Nabarangpur)**
- Surat (Gujarat) **Surat + Mumbai**
Sambalpur+Jeypore **14 Districts of Odisha**
Bhubaneswar+Sambalpur **26 Districts of Odisha**
Bhubaneswar+Jeypore **20 Districts of Odisha**

TECHNICAL DATA

Print Area : 33 cm x 51 cm

COLUMN CONVERTER

1 col = 04.0cm • 3 col = 12.20cm • 5 col = 20.50cm • 7 col = 28.8cm
2 col = 08.0cm • 4 col = 16.40cm • 6 col = 24.7cm • 8 col = 33.0cm

COLOUR OPTIONS

Edition	Pages
Bhubaneswar	1, 2, 3, 14, 15, 16
Sambalpur	1, 12, 13, 16
Surat	1, 3, 10, 12
Jeypore	1, 3, 10, 12

TERMS & CONDITIONS

1. For Colour / B/W Advt. Soft Copy alongwith hard copy.
2. In case of change in design / text / any other variation extra charge shall be levied.
3. For Advertisement design 5% charges will be extra
4. Payment should be made through Bank Draft favouring the LJ Publications (P) Ltd., payable at Bhubaneswar. Outstation cheques are not accepted.
5. Release Order must be accompanied by payments in advance. In case of reputed organizations like Govt./Semi-Govt./Corporate Houses, RO should be accompanied by a request letter from the competent authority on organization's letterhead with seal.
6. Any discrepancy in the publication of the advertisement should be communicated to the Advertisement Manager within a week from the date of publication.
7. Interest @5% per month, will be charged on bills not paid within the pay by date of 45 days despatch of the bill.
8. Any dispute arising out of this advertisement is subject to Bhubaneswar Jurisdiction only.
9. Certificate in Form No.16A must accompany the Payment Advice in case the tax is deducted at source (TDS)

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