

ADVERTISING RATES

Effective From 1st February, 2012

WEST BENGAL	Rates in Sq.Cm.			
	Display		Tender/Political	
	B/W	Colour	B/W	Colour
Prabhat Khabar Kolkata*	170	220	215	275
Prabhat Khabar Siliguri*	100	130	125	165
Prabhat Khabar W. Bengal	220	275	275	345

* applicable only for local market

STATE PACKAGES	Rates in Sq.Cm.			
	Display		Tender/Political	
	B/W	Colour	B/W	Colour
Prabhat Khabar W.Bengal	220	275	275	345
Prabhat Khabar Jharkhand	925	1150	1150	1450
Prabhat Khabar Bihar	800	1000	1000	1250
Prabhat Khabar Jharkhand+Bihar	1250	1550	1550	1950
Prabhat Khabar W.Bengal+Jharkhand	990	1220	1220	1520
Prabhat Khabar W.Bengal+Bihar	850	1050	1050	1300
Prabhat Khabar All Edition (W.Bengal+Jharkhand+Bihar)	1325	1625	1650	2025

OTHER EDITIONS	Rates in Sq.Cm.			
	Display		Tender/Political	
	B/W	Colour	B/W	Colour
Prabhat Khabar Ranchi	460	600	575	750
Prabhat Khabar Jamshedpur	310	400	390	500
Prabhat Khabar Dhanbad	175	230	220	290
Prabhat Khabar Deoghar	160	210	200	265
Prabhat Khabar Patna	650	845	815	1055
Prabhat Khabar Muzaffarpur	250	325	315	400
Prabhat Khabar Bhagalpur	250	325	315	400
Prabhat Khabar Gaya	150	190	190	235

SUPPLEMENTS	Rates in Sq.Cm.	
	Display	
	B/W	Colour
Awsar, Rang, Ravivar Bal Prabhat**		
Prabhat Khabar W. Bengal	100	125
Prabhat Khabar Jharkhand	500	625
Prabhat Khabar Bihar	400	500
Prabhat Khabar Jharkhand+Bihar	600	750
Prabhat Khabar W.Bengal+Jharkhand	525	650
Prabhat Khabar W.Bengal+Bihar	425	525
Prabhat Khabar All Edition (W.Bengal+Jharkhand+Bihar)	625	775

POINTER	Rates in Sq.Cm.	
	Front Page	
	B/W	Colour
Prabhat Khabar W. Bengal	550	600
Prabhat Khabar Jharkhand	1800	2000
Prabhat Khabar Bihar	1550	1700
Prabhat Khabar Jharkhand+Bihar	2050	2300
Prabhat Khabar W.Bengal+Jharkhand	1900	2100
Prabhat Khabar W.Bengal+Bihar	1650	1800
Prabhat Khabar All Edition (W.Bengal+Jharkhand+Bihar)	2250	2500

PAGE PREMIUM	Rates in Sq.Cm.	
	Premium loading (Prabhat Khabar) on specified Base Rates	Suppliment
	Main Editions	
Front Page Solus	100%	75%
Front Page Semi Solus	75%	50%
Back Page	50%	25%
Page 3	30%	15%
Any Specified Page	25%	15%
Innovation	150%	100%

3 STATES ♦ 51 EDITIONS ♦ 9 PRINTING LOCATIONS ♦ 68.24 Lacs READERS (IRS 2011 Q3-TR)

Mechanical Data: Length of Column-51cm, Width of Column-3.8cm

Adv. Matter: CMYK Mode, PDF & TIFF Format only Resolution: Min. 300 DPI

**Distribute all Jharkhand edition only



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FASTED GROWING HINDI DAILY OF WEST BENGAL