

ABP

RATES

Effective from April 01, 2012

আনন্দবাজার পত্রিকা

পড়তে হয়। নইলে পিছিয়ে পড়তে হয়।

The Telegraph

Unputdownable

All rates in Rs. Per square centimeter

Anandabazar Patrika				
2012-13				
	SUNDAY - THURSDAY		FRIDAY - SATURDAY	
	BW	COLOUR	B&W	COLOUR
ALL EDITIONS	3170	4750	3290	4950
ALL EDITIONS FRONT PAGE (20x12.1 CM) **	-	1411300	-	1467900
ALL EDITIONS FRONT PAGE (25x16.3 CM) **	-	2376400	-	2471700
KOLKATA (CE)	2220	3340	2310	3470
KOLKATA FRONT PAGE (20x12.1 CM) +	-	915300	-	951700
KOLKATA FRONT PAGE (25x16.3 CM) +	-	1541300	-	1602600
HOWRAH-HOOGHLY-24 PARGANAS #	420	520	420	520
BARDHAMAN (BE) #	240	300	240	300
BANKURA-BIRBHUM-PURULIA(PE) #	160	200	160	200
NADIA-MURSHIDABAD (AE) #	190	240	190	240
MEDINIPUR (IE) #	230	280	230	280
SOUTH BENGAL (SE)	950	1180	950	1180
NORTH BENGAL (NE)	320	400	320	400
TENDER	1590	2230	1590	2230
APPOINTMENT	1230	1230	1230	1230
RASHIPHAL (SUNDAY)	770	-	-	-
BELOW BULLION++	7600	-	7600	-
BELOW ASTROLOGY +	23850	-	23850	-
BELOW PERSONAL COLUMN +	20740	-	20740	-
EAR PANEL +	-	35890	-	35890
SUPPLEMENTS/SPLITS				
PATRIKA FRONT PAGE (SATURDAY)*	-	-	-	3800
PATRIKA BACK PAGE *	-	-	-	3800
PATRIKA INSIDE PAGES*	-	-	-	2690
RABIBASARIYO FRONT PAGE (SUNDAY)	-	3800	-	-
RABIBASARIYO BACK PAGE	-	3800	-	-
RABIBASARIYO INSIDE PAGES	1640	2950	-	-
PRASTUTI FRONT PAGE (ALTERNATE MONDAY)*	-	2410	-	-
PRASTUTI BACK PAGE *	-	2410	-	-
PRASTUTI INSIDE PAGES	1140	2050	-	-
UTSAV(FRONT/BACK PAGES)) *	-	-	-	3800
UTSAV INSIDE PAGE *	-	-	-	2690
UTTAR KOLKATA SPLIT (SATURDAY)	-	-	150	180
DAKSHIN KOLKATA SPLIT (SATURDAY)	-	-	210	260
PURBA KOLKATA SPLIT (SATURDAY)	-	-	60	80
HOWRAH SPLIT (SATURDAY)	-	-	60	60

The Telegraph				
2012-13				
	SUNDAY - THURSDAY		FRIDAY - SATURDAY	
	BW	COLOUR	B&W	COLOUR
ALL EDITIONS	2050	3150	2570	3940
ALL EDITIONS FRONT PAGE (20x12.1 CM)	-	961500	-	1201800
ALL EDITIONS FRONT PAGE (25x16.3 CM)	-	1619300	-	2023600
CALCUTTA EDITION METRO (CE)	1180	1670	1320	1950
CALCUTTA EDITION METRO FRONT PAGE (20x12.1 CM)	-	479100	-	532400
CALCUTTA EDITION METRO FRONT PAGE (25x16.3 CM)	-	806900	-	896500
CALCUTTA EDITION METRO BACK PAGE	-	1820	-	1940
SOUTH BENGAL (SE)	350	560	440	700
NORTH BENGAL (NE)	210	300	270	390
NORTH EAST (GE)	260	480	340	610
JHARKHAND (HE)	180	360	230	460
ORISSA (OE)	110	170	110	170
BIHAR (YE)	140	170	140	170
TENDER Print	1520	2130	1520	2130
APPOINTMENTS (ALL EDITIONS)	1080	1080	1080	1080
APPOINTMENTS (CALCUTTA EDITION METRO)	610	610	610	610
JOBS FRONT PAGE/BACK PAGE (ALL EDITIONS)	1130	1130	-	-
OTHER PRODUCTS				
T2 FRONT PAGE & BACK PAGE (Calcutta Edition)	-	1180	-	1280
T2 OTHER PAGES (Calcutta Edition)	-	1070	-	1300
T2 FRONT PAGE & BACK PAGE (All Editions)		1430		1530
T2 OTHER PAGES (All Editions)		1320		1550
CAREERGRAPH (THURSDAY) INSIDE PAGES	-	700	-	-
CAREERGRAPH (THURSDAY) FRONT/BACK PAGE	-	770	-	-
GRAPHITI FULL PAGE (SUNDAY - SNP)	-	395000	-	-
GRAPHITI FULL PAGE (SUNDAY - GNP) CE EDN	-	441800	-	-
GRAPHITI HALF PAGE (SUNDAY- SNP)	-	249500	-	-
GRAPHITI HALF PAGE (SUNDAY- GNP) CE EDN	-	285900	-	-
GRAPHITI BACK COVER - GNP	-	490900	-	-
GRAPHITI INSIDE FRONT COVER - GNP CE EDN	-	450500	-	-
GRAPHITI CENTRE SPREAD (SNP)	-	727700	-	-
GRAPHITI CENTRE SPREAD (SNP/GNP) CE EDN	-	808500	-	-
GRAPHITI STRIP (SNP/GNP) CE EDN	-	98200	-	-
SALT LAKE SPLIT (FRIDAY)	-	-	-	60
HOWRAH SPLIT (FRIDAY)	-	-	-	30
TELEKIDS (WEDNESDAY)	-	260	-	-
TTIS	-	140	-	-
TT School Edition (Mon-Fri)		20		
Young Minds Vertical (TTIS+Telekids+School Edition)		400		

* ONLY COLOUR RATES APPLY + RATES PER UNIT # No editions on Sunday Rates subject to revision E & OE

Up to 2 Editions 5% Discount, More than 2 Editions 10% Discount
10% Festival premium during the period 12th September - 13th November, 2012

PREMIA	
POLITICAL ADVERTISEMENTS	50%
BACK PAGE	15%
POSITION	10%

COMBINATION DISCOUNT OF 17% ON ALL EDITION, BENGAL AND KOLKATA/METRO.

Digital Material Requirements

File Format (IBM PC) : pdf, tiff, eps
No Raw/Open files will be accepted.
e-mail: hoscheduling@abp.in, admaterials@abp.in

Terms & Conditions

- These rates are effective from publication date **01.04.2012**
- Every precaution will be taken to ensure that competitive advertisements are not published on the same page. However no guarantee can be given to that effect. No claims will be entertained for discounting/make goods in case competitive ads appear on the same or facing page
- No particular position or page is guaranteed unless premium is paid for the same
- All possible care will be taken to ensure proper reproduction. However, the company will not be responsible for improper printing due to supply of defective material
- Materials will be printed as supplied by the agency/client without any correction at our end
- All efforts will be made to print All Edition advertisements on the same day. However, no guarantee can be given for the same. The advertisement will be published within 48 hours of the original date, in case not carried on the same day
- In case corrections/alterations are made on a previously published advertisement, detailed instruction for the changes need to be made for the repeat insertions as well. Make good for publication of incorrect ad if merely repeat date is mentioned will not be entertained
- Advertisement materials will be retained at our end for 15 days post publication.The company will not be responsible for any material after that period
- Reproduction related complaints need to be brought to notice within 5 days of publication. No complaints will be entertained thereafter

Guidelines

- Column widths are fixed and materials should be prepared accordingly. Width of all advertisements will be measured as per our standard column width. Example: A 2- col.advertisement will be treated as 7.9 cm as per our standard width even if it measures less than 7.9 cm
- Release Orders should mention height, number of columns and width. Example: if advertisement is - 25 x 4 then RO should mention 25x4, width- 16.3 cm
- Column width will be considered to one decimal place for billing purpose
- All advertisements in Anandabazar Patrika(ABP) and The Telegraph(TT) having height of 48 cm or more will be treated as full height advertisements(51cm)
- Height of advertisements will be taken as whole number for billing purpose. A fraction of a cm measuring 0.5 cm or more will be treated as 1 (one) cm
- A combination advertisement (i.e. ABP + TT) must be published within 30 days from the date of publication of the first advertisement. Otherwise, the first advertisement will be billed as per individual rate
- Minimum size of an advertisement is 3cm(H) x 3.8cm(W)

Appointment Advertisements will be in 8 column (standard) width

Ear Panel (Colour) in ABP

Height - 3 cm Width - 3.8cm

Ear Panel (Colour) in Careergraph, etc

Height - 3cm Width - 3.8cm

The mechanical data below may be referred to for other sizes.

Deadlines

A. Receipt of Release Orders & Materials

- All Release orders have to reach us by 10am for advertisements to be published on the following day.
- Advertisement materials must accompany the Release orders
- Advertisements that need to be prepared by us need to reach us 2 working days in advance.
- For issue days Sunday,Monday, and Jobs on Tuesday all Release orders and Materials need to reach us on the previous Friday by 4pm
- For Other Products except Graphiti release orders and materials need to reach us seven working days in advance
- For Graphiti release orders and materials need to reach us fifteen working days in advance

B. Cancellation Charges

Front Pages		Other Pages	
• > 3 days	No charge	• > 2 days	No charge
• 3-2 days	50%	• 2-1 days	25%
• < 2 days	100%	• Previous day	65%

- All cancellations need to be informed by 11am on the respective days mentioned above
- Bills will be automatically raised by the system on the basis of release order, in case the cancellation and/or the material is not received within the scheduled time.

Material Guidelines

- Ad file should not contain any extra matter (that will not be printed)
- Avoid thin/ lower point/ serif type in reverse
- Avoid colour type in same group of colours with the background colour. e.g. 20% Red against 50% Red
- Avoid Yellow colour type against light background
- File size should be optimised for effective work-flow. eg. A full page colour ad should have a file size of not more than 70mb
- In the EPS/ PDF file linked image/ images should be in CMYK
- Minimum 250 Resolution for SNP & 300 Resolution for GNP/Artpaper
- All the text should be converted to path
- All overprint should be removed
- Single color black, instead of 4-color black, to be used for texts.
- Electronic documents should always be accompanied by a proof sheet/print.
- All colors in the ad must be in CMYK optimized for newspaper printing. In Black and White ads, only black is permitted (K in CMYK). Pantone and RGB colors should not be used.
- Do not use styles like "bold" or "italic" in the program, but always select the correct font from the font-menu (e.g. TimesBold or TimesItalic). Text in illustrations/logos must be transferred into lettercontours.

MECHANICAL DATA

All measurements are in centimeter

