

The Hindu + Eenadu Rate Card

Advertising Rates, Effective 1st June 2016

All rates in Rs. Per square centimeter

Appointments

The Hindu add on rates for AP Split etc.

The Hindu - All & Southern Editions + Eenadu - Greater Hyderabad

The Hindu - All & Southern Editions + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - All & Southern Editions + Eenadu - All Editions

The Hindu - Chennai & Hyderabad City + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad City + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - Chennai & Hyderabad City + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - Greater Hyderabad

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - All Editions

The Hindu - Chennai & Hyderabad Metro Plus + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - Chennai & Hyderabad Metro Plus Weekend + Eenadu - Greater Hyderabad, Central & North Andhra

The Hindu - AP State + Telangana State + Eenadu - AP State & Telangana State

The Hindu - Hyd City / Hyd Edition / AP + Eenadu - Greater Hyd / Central Andhra / North Andhra

The Hindu - HVV / AP + Eenadu - Greater Hyderabad / Central Andhra / North Andhra & All Editions

The Hindu - Chennai & Tirupati + Eenadu - Rayalaseema

The Hindu - Hyderabad City / VSP Edition / VJA Edition + Eenadu - Hyderabad City / VSP City / VJA Cit

The New Charminar Combination

CANCELLATION FEE FOR FRONT PAGE

- Two days prior to date of release – No cancellation Fee.
- Within two days of date of release – 5% on the gross value of the advertisement (subject to a maximum of Rs.50,000/- per cancellation) is applicable. Invoice will be raised and sent soon after cancellation.
- Cancellation advice need to be sent through email id or by way of a letter addressed to the Department

The following rates can be added on for The Hindu with any district split of Eenadu at card rate

(All Rates in Rs. Per Sq. Cm)

Edition	FPS	Base Rate		Page 3/5	Page 3
	Colour	Colour	B/W	Colour	B/W
Seemandhra	235	185	160	215	180
Telangana split	170	130	--	155	--

Combination Rate for Empower

(All Rates in Rs. Per Sq. Cm)

THE HINDU	EENADU		
	Greater Hyderabad	Greater Hyderabad & Central + North Andhra	All Editions
AP			
C - BW	1415	3325	3975
Colour	2115	5315	6405
TS			
C - BW	1375	3285	3935
Colour	2075	5275	6365
AP & TS			
C - BW	1615	3525	4175
Colour	2315	5515	6605
Southern Edition			
C - BW	3320	5230	5880
Colour	4020	7220	8310
All Editions			
C - BW	3590	5500	6150
Colour	4290	7490	8580

Note: C - BW : Colour in TH & BW in Eenadu

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU -Greater Hyderabad						
	Base	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Base Rate	6785	7035	7305	7730	7970	8115	7480
Colour Combinations							
Front Page*	12120	12370	12640	13065	13305	13450	12815
Base Rate	9240	9490	9760	10185	10425	10570	9935
Page 3	10230	10480	10750	11175	11415	11560	10925
Back Page	10885	11135	11405	11830	12070	12215	11580

THE HINDU - Southern Edition	EENADU -Greater Hyderabad						
	Base	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Base Rate	6290	6540	6810	7235	7475	7620	6985
Colour Combinations							
Front Page*	11160	11410	11680	12105	12345	12490	11855
Base Rate	8550	8800	9070	9495	9735	9880	9245
Page 3	9450	9700	9970	10395	10635	10780	10145
Back Page	10050	10300	10570	10995	11235	11380	10745

* Specified Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page **or** Position

A Premium of 50% would apply for Specified Page **and** Position

A Premium of 50% would apply for Page 7 (B/W) **or** Back Page (B/W)

For **Front Page Solus** : 50% permium on Front Page rate.

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU - Greater Hyderabad+Central and North Andhra						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	8695	9435	10160	11375	12080	12505	10685
Colour Combinations							
Front Page*	14030	14770	15495	16710	17415	17840	16020
Basic Rate	11150	11890	12615	13830	14535	14960	13140
Page 3	12140	12880	13605	14820	15525	15950	14130
Back Page	12795	13535	14260	15475	16180	16605	14785

THE HINDU - Southern Edition	EENADU - Greater Hyderabad+Central and North Andhra						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	8200	8940	9665	10880	11585	12010	10190
Colour Combinations							
Front Page*	13070	13810	14535	15750	16455	16880	15060
Basic Rate	10460	11200	11925	13140	13845	14270	12450
Page 3	11360	12100	12825	14040	14745	15170	13350
Back Page	11960	12700	13425	14640	15345	15770	13950

* Specified Sizes only

THE HINDU

A Premium of 25% would apply for Specified Page or Position

A Premium of 50% would apply for Specified Page and Position

A Premium of 50% would apply for Page 7 (B/W) or Back Page (B/W)

For **Front Page Solus** : 50% permium on Front Page rate.

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu - All Editions	EENADU - All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	9345	10250	11150	12635	13490	14000	11770
Colour Combinations							
Front Page*	14680	15585	16485	17970	18825	19335	17105
Basic Rate	11800	12705	13605	15090	15945	16455	14225
Page 3	12790	13695	14595	16080	16935	17445	15215
Back Page	13445	14350	15250	16735	17590	18100	15870

THE HINDU - Southern Edition	EENADU - All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
B/W Combinations							
Basic Rate	8850	9755	10655	12140	12995	13505	11275
Colour Combinations							
Front Page*	13720	14625	15525	17010	17865	18375	16145
Basic Rate	11110	12015	12915	14400	15255	15765	13535
Page 3	12010	12915	13815	15300	16155	16665	14435
Back Page	12610	13515	14415	15900	16755	17265	15035

* **Standard Sizes only**

THE HINDU

A Premium of 25% would apply for Specified Page or Position

A Premium of 50% would apply for Specified Page and Position

A Premium of 50% would apply for Page 7 (B/W) or Back Page (B/W)

For **Front Page Solus** : 50% permium on Front Page rate.

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [Col/BW]	5805	6055	6325	6750	6990	7135	6500
Front Page	7005	7255	7525	7950	8190	8335	7700
Page 3 [Col/BW]	6520	6770	7040	7465	7705	7850	7215
THE HINDU-TN, Hyderabad City + EENADU-Greater Hyderabad							
Base Rate [Col/BW]	7450	7700	7970	8395	8635	8780	8145
Front Page	9065	9315	9585	10010	10250	10395	9760
Page 3 [Col/BW]	8415	8665	8935	9360	9600	9745	9110

Note: Col/BW : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

For **Front Page Solus:** 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	7715	8455	9180	10395	11100	11525	9705
Front Page - Col	8915	9655	10380	11595	12300	12725	10905
Page 3 [C - BW]	8430	9170	9895	11110	11815	12240	10420
THE HINDU-TN, Hyd City + EENADU-Greater Hyd Central and North AP							
Base Rate [C - B/W]	9360	10100	10825	12040	12745	13170	11350
Front Page - Col	10975	11715	12440	13655	14360	14785	12965
Page 3 [C - BW]	10325	11065	11790	13005	13710	14135	12315

Note: [C - BW] : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

For **Front Page Solus**: 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Hyderabad City	EENADU-All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	8365	9270	10170	11655	12510	13020	10790
Page 3 [C - BW]	9080	9985	10885	12370	13225	13735	11505
Front Page - Col	9565	10470	11370	12855	13710	14220	11990
THE HINDU-TN, Hyderabad City							
Base Rate [C - B/W]	10010	10915	11815	13300	14155	14665	12435
Page 3 [C - BW]	10975	11880	12780	14265	15120	15630	13400
Front Page - Col	11625	12530	13430	14915	15770	16280	14050

Note: [C - BW] : Colour in TH & BW in Eenadu

The Hindu : Specified position in Chennai/TN only, any page in Hyderabad

*For **Front Page Solus:** 50% permium on Front Page rate.*

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Monday to Thursday (COL)	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	3300	3550	3820	4245	4485	4630	3995
Back Page	3525	3775	4045	4470	4710	4855	4220
Right Page	3640	3890	4160	4585	4825	4970	4335
Front Page	3760	4010	4280	4705	4945	5090	4455

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Friday to Sunday (COL)	EENADU-Greater Hyderabad						
	Basic	Page/ Position	Page & Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	3570	3820	4090	4515	4755	4900	4265
Back Page	3825	4075	4345	4770	5010	5155	4520
Right Page	3950	4200	4470	4895	5135	5280	4645
Front Page	4085	4335	4605	5030	5270	5415	4780

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Monday to Thursday (COL)	EENADU-All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5860	6765	7665	9150	10005	10515	8285
Back Page	6085	6990	7890	9375	10230	10740	8510
Right Page	6200	7105	8005	9490	10345	10855	8625
Front Page	6320	7225	8125	9610	10465	10975	8745

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Friday to Sunday (COL)	EENADU-All Editions						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	6130	7035	7935	9420	10275	10785	8555
Back Page	6385	7290	8190	9675	10530	11040	8810
Right Page	6510	7415	8315	9800	10655	11165	8935
Front Page	6645	7550	8450	9935	10790	11300	9070

Combination Rates

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Monday to Thursday (COL)	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5210	5950	6675	7890	8595	9020	7200
Back Page	5435	6175	6900	8115	8820	9245	7425
Right Page	5550	6290	7015	8230	8935	9360	7540
Front Page	5670	6410	7135	8350	9055	9480	7660

(All Rates in Rs. Per Sq. Cm)

The Hindu-Chennai, Hyderabad-Metroplus Friday to Sunday (COL)	EENADU-Greater Hyd, Central and North AP						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate	5480	6220	6945	8160	8865	9290	7470
Back Page	5735	6475	7200	8415	9120	9545	7725
Right Page	5860	6600	7325	8540	9245	9670	7850
Front Page	5995	6735	7460	8675	9380	9805	7985

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		EENADU																				
		Greater Hyderabad							North Andhra						Central Andhra							
		Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg 5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5 / RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate Col	Hyd city	1805	2115	2370	2920	3240	3430	2640														
	TS Edn	1885	2195	2450	3000	3320	3510	2720														
	Vzg City								1320	1595	1855	2300	2585	2765	2050							
	Vij City															1460	1770	2065	2565	2890	3070	2295
	H/V/V															2480	2765	3085	3565	3890	4085	3315
AP(New)	1885	2195	2450	3000	3320	3510	2720	1810	2085	2345	2790	3075	3255	2540	1935	2220	2540	3020	3345	3540	2770	
FP	Hyd city	1990	2300	2555	3105	3425	3615	2825														
	TS Edn	2090	2400	2655	3205	3525	3715	2925														
	Vzg City								1405	1680	1940	2385	2670	2850	2135							
	Vij City															1545	1855	2150	2650	2975	3155	2380
	H/V/V															2830	3115	3435	3915	4240	4435	3665
AP(New)	2090	2400	2655	3205	3525	3715	2925	2015	2290	2550	2995	3280	3460	2745	2140	2425	2745	3225	3550	3745	2975	
Page 3 Col	Hyd city	1915	2225	2480	3030	3350	3540	2750														
	TS Edn	2005	2315	2570	3120	3440	3630	2840														
	Vzg City								1370	1645	1905	2350	2635	2815	2100							
	Vij City															1510	1820	2115	2615	2940	3120	2345
	H/V/V															2685	2970	3290	3770	4095	4290	3520
AP(New)	2005	2315	2570	3120	3440	3630	2840	1930	2205	2465	2910	3195	3375	2660	2055	2340	2660	3140	3465	3660	2890	

* The Hindu : Colour only in Hyderabad and Hyderabad City Edition.
For **Front Page Solus**: 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU & EENADU – AP & TS STATE		Basic	Page/ Position	Page & Position	Bp/Pg3/P g5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate Col	AP(New)	3445	4175	4920	6145	6850	7305	5440
	TS	2770	3320	3875	4790	5310	5650	4265
FP	AP(New)	3650	4380	5125	6350	7055	7510	5645
	TS	2975	3525	4080	4995	5515	5855	4470
Page 3 Col	AP(New)	3565	4295	5040	6265	6970	7425	5560
	TS	2890	3440	3995	4910	5430	5770	4385

* The Hindu: Colour only in Hyderabad

For **Front Page Solus**: 50% premium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Greater Hyd/Central/North Andhra							All Editions						
		Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5 / RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside colour
Base Rate Col	H/V/V	4685	5570	6490	8000	8725	9275	6285							
	AP&TS	4940	5825	6745	8255	8980	9530	6540	5520	6605	7700	9555	10580	11255	8490
FP	H/V/V	5035	5920	6840	8350	9075	9625	6635							
	AP&TS	5350	6235	7155	8665	9390	9940	6950	5930	7015	8110	9965	10990	11665	8900
Page 3 Col	H/V/V	4890	5775	6695	8205	8930	9480	6490							
	AP&TS	5180	6065	6985	8495	9220	9770	6780	5760	6845	7940	9795	10820	11495	8730

* The Hindu: Colour only in Hyderabad

For **Front Page Solus**: 50% permium on Front Page rate.

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU-Chennai, Seemandhra	Rayalaseema						
	Basic	Page/ Position	Page& Position	Bp/Pg3/Pg5/ RHP Clr	FP Col. Mon-Thu	FP Col. Fri&Sat	Inside Colour
Base Rate [C - BW]	4610	4865	5115	5530	5770	5905	5285
Page 3 [C - BW]	5155	5410	5660	6075	6315	6450	5830
Front Page - Col	5515	5770	6020	6435	6675	6810	6190

The Hindu : Specified position in Chennai only, any page in Tirupati

For **Front Page Solus**: 50% permium on Front Page rate.

Note: [C - BW] : Colour in TH & BW in Eenadu

Combination Rates

(All Rates in Rs. Per Sq. Cm)

THE HINDU		Hyderabad City						Visakhapatnam City						Vijayawada City						
		Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL	Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL	Basic	SP/ POS	INS COL	PAGE &POS	Bp/Pg3/Pg 5/RHP Clr	FP COL	
Base Rate Col	Hyd city	1705	1960	2145	2205	2380	2625													
	Vzg City							685	765	845	865	920	1015							
	Vij City													685	765	845	865	920	1015	
FP	Hyd city	1890	2145	2330	2390	2565	2810													
	Vzg City							770	850	930	950	1005	1100							
	Vij City													770	850	930	950	1005	1100	
Page 3/5 Col	Hyd city	1815	2070	2255	2315	2490	2735													
	Vzg City							735	815	895	915	970	1065							
	Vij City													735	815	895	915	970	1065	

* **The Hindu:** Colour only in Hyderabad City

For **Front Page Solus:** 50% premium on Front Page rate.

"THE NEW CHARMINAR"

Advertising Rates, Effective 1st June 2016

(All Rates in Rs. Per Sq. Cm)

Combination rates					
E.H.S.M.	Base Rate	Back Page Colour (TH in Page 3/5)	Front Page Colour (Mon-Thu)	Front Page Colour (Fri-Sun)	Inside Colour
Hyd City (Col)	1805	2690	3060	3060	2295
TH-Hyd City+EE Hyd Edn	1905	3230	3675	3865	2790
AP(new) (Col)	3545	6465	7305	7760	5590
TS Edition (Col)	2870	5110	5765	6105	4415
AP&TS Edition (Col)	5620	9995	11240	11915	8640

THE SIASAT DAILY and HINDI MILAP can be added on to any other combination of E + H, at below mentioned rates	
Particulars	Rate
Base B&W	100
Inside Colour	150
Back Page B&W	150
Back Page Colour	200
Front Page B&W	200
Front Page Colour	250

The Full Page Sizes of all Publications are :	
Eenadu	33 cm (W) x 52 cm (H)
The Hindu	33 cm (W) x 51 cm (H)
Siasat Daily	33 cm (W) x 52 cm (H)
Hindi Milap	33 cm (W) x 51 cm (H)