

Mechanical details

DISPLAY / NOTICE ADVERTISEMENTS

1. COLOUR AND BIGGER SIZE ADVERTISEMENTS WILL BE GIVEN PRIORITY IN FRONT PAGE/BACK PAGE/PAGE 3 AND PAGE 5
2. Ads transferred to District Editions: Combined edition ads:50% extra on combined rate. Region ads: 25% extra on regional rates
3. Greater Hyderabad includes Mumbai and Delhi editions; Rayalaseema includes Bangalore and Chennai editions; North Andhra includes Orissa.
4. Dealer panels will be accepted region wise only.

EAR PANEL

1. Size of Ear Panel: 8cm (W) x 4cm (H)

SUNDAY MAGAZINE

Mechanical Details For Sunday Magazine	
Columns Height	24.0 cms
columns to a Page	4 cols
Column width	
1 column	4.0 cms
2 column	8.0 cms
3 column	12.0 cms
4 column	16.5 cms
Width	Height
Overall size (Trimmed)	18.5 cms x 26.0 cms
Print area	16.5 cms x 24.0 cms
Double spread/(Bleed)	37.0 cms x 26.0 cms
Single Spread (Bleed)	18.5 cms x 26.0 cms
Double spread/(Non Bleed)	35.0 cms x 24.0 cms
Single Spread (Non Bleed)	16.5 cms x 24.0 cms

Please add extra 0.4 cms on all sides as trimming allowances for bleed
Please add extra 0.4 cms on 3 sides i.e. for edge, head and tail as trimming allowances for bleed.

Material Required

Black and White: One positive/CD/Floppy with Print out. Also can be mailed. Colour: One set of Positives/CD/Floppy with Progressive proofs. Also can be mailed Screen: B&W - 85 LPI / colour- 100 LPI
Advertisements will be accepted subject to Terms and Conditions printed in the rate card.

MECHANICAL DETAILS

Mechanical details	Main Section	
	Regular	Appointment Multiples of 2 cols
Col Height	52 cms	52 cms
Cols to a Page	8 cols	8 cols
Col Width		
1 col	4.0 cms	
2 cols	8.0 cms	8 cms
3 cols	12.0 cms	
4 cols	16.0 cms	16.0 cms
5 cols	21.0 cms	
6 cols	25.0 cms	25.0 cms
7 cols	29.0 cms	
8 cols	33.0 cms	33.0 cms

Note:

Sizes of the advertisements in the release orders or any other communication have to be given as width in cms x Height in cms as the rates given are per "Sq cm"

REGULAR ADVERTISEMENTS

Minimum Width of the advertisement should be 4 cms. Maximum is 33 cms. Decimals are not accepted. If Width of an advertisement is 29 cms or more it will be billed for 33 cms. If height of the advertisement is 48 cms or more it will be billed for 52 cms. Minimum acceptable size is 4 cms in width X 2 cms in Height = 8 sq cms.

APPOINTMENT ADVERTISEMENTS

For appointment advertisements standard column width mentioned above will apply. Advertisements are accepted in multiples of 2 columns only. Minimum acceptable size is 8 cms in width x 3 cms in height = 24 sq cms.

CLASSIFIEDS (per line)

Remarks: Box number charges Rs 15/- extra. Box will be kept open for 15 days. Local Advertisers have to collect the Box replies from our office directly. Where Box replies have to be mailed to the outstation clients, minimum postal charges of Rs. 35/- will be charged separately. In case of heavy Box replies the advertiser has to pay the additional postal charges on intimation from this office. Classified advertisements are accepted with advance payments only.

PELLIPANDIRI

Special Offer For Pellipandiri advertisements

1) 25% 2nd region discount (for classifieds only)

If the advertisement is released in more than one region, 25% discount on the rate of every additional region is offered. All the advertisements must be on the same release order, scheduled for the same date and should be of the same size. In case the advertiser is not located in any of the regions for which the ad is scheduled, the region with the highest rate will be charged at full rate and others with 25% discount.

2) 5+1 Scheme (for classifieds only)

For every 5 paid advertisements one ad is given free provided all the 6 insertions are given in the same release order for the same date and for the same region. Agencies can utilize this benefit by releasing advertisements of different clients also. In case, the sizes of all the 6 insertions are different, free insertion will be given for the smallest size.

3) 5+1 or 8+2 scheme (for Ear panels only)

Under 5+1 scheme for every 5 paid Ear Panels one panel will be given free. Similarly under 8+2 scheme for every 8 paid panels 2 panels will be given free, provided all the 6 insertions under 5+1 scheme and all the 10 insertions under 8+2 scheme are given in the same RO with the relevant dates of insertions in the beginning itself. Agencies can utilise these benefits by releasing advertisements of different clients also. Time limit for utilisation of all the 6 panels under 5+1 scheme is 50 days. For 8+2 scheme the time limit is 90 days.

Benefit under the above "Special offer" will be extended only if the advertiser/Agency claims for the same in their release orders at the time of issuing the advertisement.

Note:

- a) Box no. charges of Rs. 15/- Minimum Postal charges of Rs 35/- and additional charge for Eenadu Internet edition Rs 60/- will remain the same either for combined editions or the regions.
- b) Mechanical details: Page height-52 cms; No of columns to a page-9; column width-3.5 cms; ear panel size 8 cms(W) x 4 cms(H).
- c) Classified display advertisements are accepted in multiples of 3.5 cms width at Sunday rates.
- d) Classified advertisements are accepted with advance payments only.