

**Pelli pandiri Rates** Classified advertisement tariff for Pelli pandiri advertisements on Sunday

Region	Black and White			
	4 lines	Each Additional Line	Display Per Sq cms	Ear Panel B/W only
<b>Greater Hyderabad</b> (Hyderabad city+ Rangareddy)	590	150	710	34080
<b>Telangana</b> (Mahaboobnagar+ Medak + karimnagar+ Warangal+ Nizamabad + Adilabad+ Khammam + Nalgonda districts)	495	125	580	27840
<b>Central Andhra</b> (Vijayawada city+ Krishna district + West Godavari+ Guntur+ Prakasam + Nellore Districts)	565	140	670	32160
<b>North Andhra</b> (Visakhapatnam city + District + East Godavari district+ Srikakulam + Vizianagaram districts.)	520	130	595	28560
<b>Rayalaseema</b> (Tirupati+ Chittoor district+ Kadapa + Anatapur+ Kurnool districts)	495	125	580	27840
<b>Combined Editions</b>	<b>1390</b>	<b>350</b>	<b>2225</b>	<b>106800</b>

Telangana includes Mumbai and Delhi editions; Rayalaseema includes Bangalore and Chennai editions  
Size of Ear Panel : 8cms (W) x 4 cms (H)

**Special Offer For Pelli pandiri 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. 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.

**Mechanical Details**

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

**Note:**

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

**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