

CLASSIFIEDS RATES (Effective from 4th May, 2009)

TERMS & CONDITIONS

MATRIMONIAL	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
ABP Matrimonial		250	NA	250
TT Matrimonial		100	NA	125
ABP Matrimonial + TT Matrimonial		300(225+75)	NA	340(240+100)
Marriage Bureaus (ABP)		970	NA	1670
Marriage Bureaus (TT)		610	NA	1330
Subho Parinoy (TT)		115	NA	165

*Minimum number of lines per advertisement are as below:
 4 lines for Anandabazar Patrika, 5 lines for The Telegraph (Except Real Estate & Auto Market where it is 4 lines).
 Same is also applicable for combination advertisements.
 *Minimum size for Classified Display advertisement is 14 sq.cm. [5 cm (H) x 2.8 cm (W)]
 *Maximum height for double column advertisements is 10 cm and for 3 or more column advertisements it is 6 cm.
 *To avail of the combination rate facility, the content and size (in case of display) of the advertisement should be the same and all the advertisements will have to be booked together in the same Release Order.
 *The matter for each publication will have to be submitted together.
 *Astrology related Advertisment will appear on Page 2 and a minimum of ABP 8 cm (H) x 8.8 cm (W) will have to be consumed.
 *Minimum size of Advertisment (other than Astrology) will be 8 cm (height) x 11.8 cm (width) (With Maximum size: 15 cm(Height) x 11.8 cm(Width)).*ADVT will be written at the end of the ad/TT.
 *For advertisements under Box Number, cost of two additional line plus Rs.35.00 will be charged for replies collected from our office counter. For replies to be sent to the advertiser the cost of two additional lines plus Rs.65.00 will be charged.
 *Forwarding charges for advertisers abroad will be Rs. 600.00.
 *Box replies under Situation Vacant column in Anandabazar Patrika or a combination ad to be collected from our office counter only.
 *For giving photographs in regular classified columns the size would be 2.68 cm width and 3.25 cm height.
 *For such photographs cost of additional 10 lines will be charged.
 *Minimum number of lines following a photo will be 4 lines. In case of two photos (eg. Anniversary) minimum number of lines to be charged would be 2 lines after the first photograph and 4 lines after the second photograph.
 *Premium for tick, screen and spot colour as follows:
 For ABP - Tick 15%, Screen - 25%, Colour-50%, For TT - Colour - 5%;
 *Premium is applicable for fixed positions in certain columns. Premium applicable is as follows:
 Position - ABP: 1st 100%, 2nd - 75%, 3rd - 50%, 4th - 30%, 5th - 20%, TT : 1st-50%, 2nd-40%, 3rd-30%, 4th-25%, 5th-15%.
 *The rest of the ads will be scheduled on a "First booked first scheduled" basis.
 *Advertisements published in TT Main Section on Sunday will attract premium of 300% (Except Death).
 *Advertisement under Death Column will be accepted subject to the submission of a copy of the death certificate/crematorium receipt.
 *Advertisements from any organisations/Institutions must be submitted on the letterhead of that institution.
 *Advertisements under 'Missing' column will be accepted subject to the submission of a copy of the FIR (First Information Report) filed at the concerned Police Station.
 *Each bold line will be charged as two lines.
 *Advertisements under 'Medical Column' must have the approval of the West Bengal Medical Board.
 *Even under Personal Column, Organisations/Institutions will be charged commercial rates.
 *In case of any rate revision, revised rates will be applicable with immediate effect.
 *In the regional splits (except The Telegraph North East and Jharkhand editions), Matrimonial advertisement will only be accepted as a combination with the Sunday Matrimonial column. The advertisement for the Sunday Matrimonial column will have to be scheduled first.
 *Bold headings will be a maximum of 5 lines with the only exception of a name of an institution/company.
 *Logo is mandatory for Educare advertisements.
 *Advertisements in Educare must be booked as combination insertions.
 *Headings on Sunday will pay to a maximum of 2 cms.
 *To avail the slab rates, bookings will have to be sent vide a single RO. A maximum leeway of three insertions will be given, failing which the future releases will start at the first slab.
 *Slab rates will not be applicable for Star Hotels & Herbal Massage Parlours.
 *Slab rate will be applicable on reducing slab basis except for T2 Features & IT Bazar.
 *The size of Classified display ads in slabs must be of the same size.
 *In case of combination ads, cancellation will be permitted only within the deadline for cancelling the first ad.
 *Deadline for cancelling any ad on weekdays is 12 noon on the day prior to publication.
 *For ads to be published on a Sunday, cancellation deadline is Wednesday 5 p.m.
 *If there is any intermediate rate change, new rates as per the prevalent slabs will be applicable.
 *Cancellation charge - 10%
 *The rates for The Telegraph (unless specified) are for The Telegraph Calcutta Edition (CE) only. Tender ads in The Telegraph will be full circulation.
 *Anandabazar Patrika (main) + The Telegraph (main) - 10% discount (rounded off to the nearest rupee).
 *Except Matrimonial, Bari Bazar, Real Estate

RECRUITMENT	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)												
Situation Vacant (Weekday-ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650	
Situation Vacant (Sunday-ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715	
Situation Vacant (Weekday-TT)	325	296	285	260	245	400	350	325	300	250	635	610	580	565	525	
Situation Vacant (Sunday TT + TT Jobs)	350	315	305	285	270	440	385	360	330	275	700	675	645	625	580	
Part time Job/ Work from Home (TT)	165	150	145	130	120	400	350	325	300	250	635	610	580	565	525	
Situation Wanted (ABP- Weekday)		235						625						625		
Situation Wanted (ABP- Sunday)		260						685						685		
Situation Wanted (All Days-TT)		75						NA						150		

EDUCATION	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)												
Week day (ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650	
Sunday (ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715	
All Days (TT)	305	280	265	250	235	400	350	325	300	250	665	640	615	595	550	
Specific Sub Categories*** (TT)		75						150						150		

PROPERTY	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)												
Week day (ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650	
Sunday(ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715	
All Days (TT)	305	280	265	250	235	400	350	325	300	250	665	640	615	595	550	
Wanted House/Flats/Paying Guest accommodation (TT)		100						NA						665		
REAL ESTATE FEATURE (No slabs applicable)		LINE (Rs./line)						LOGO (Rs./sq.cm.)						DISPLAY (Rs./sq.cm)		
Baribazar (ABP) Saturday		480						785						785		
Real Estate (TT) Friday		485						865						865		
COMBO Baribazar (ABP) + Real Estate (TT)		869 (432+437)						1485 (705+780)						1485 (705+780)		

AUTOMOBILES	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)											
Week day (ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650
Sunday (ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715
All Days (TT) - except Sunday	305	280	265	250	235	400	350	325	300	250	665	640	615	595	550
AUTOMOBILE FEATURES	1 to 5	6 to 10	11 to 20	21 to 30	31 to 40	1 to 5	6 to 10	11 to 20	21 to 30	31 to 40	1 to 5	6 to 10	11 to 20	21 to 30	31 to 40
Gari Bazar (ABP) Saturday	430	425	420	410	395	685	660	645	620	605	685	660	645	620	605
Auto Market (TT) Sunday	420	410	395	380	370	780	750	720	700	680	780	750	720	700	680
TT Car Accessories	250	240	230	215	190	400	350	325	300	250	420	405	385	375	345

BUSINESS ***	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)											
Week day (ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650
Sunday (ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715
Week day (TT)	165	150	145	130	120	400	350	325	300	250	380	370	350	340	315
Sunday (TT)	275	250	240	220	200	400	350	325	300	250	420	405	385	375	345

ASTROLOGY	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm) #											
All Days (ABP)	280	270	255	245	225			NA			155	145	130	125	120
All Days (TT)	145	130	125	115	110			NA			80	75	65	55	60

ASTROLOGY ADVERTORIALS	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
All days - ABP				310
All days - TT				160

OTHER ADVERTORIALS (No slabs applicable)	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
Education Advertisment in Prostuti		NA	NA	350
Education Advertisment in Career Graph		NA	NA	200
Education Advertisment in Prostuti + Career Graph		NA	NA	450 (300+150)
Advertisment in Kajer Bazaar		NA	NA	490
Other advertorials (except Astrology) Weekday(ABP)		NA	NA	430
Other advertorials (except Astrology) Sunday (ABP)		NA	NA	480
Other advertorials (except Astrology) All days (TT)		NA	NA	285

TENDER (No slabs applicable)	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
ABP - Weekday		340		825
ABP - Sunday		375		900
TT - Weekday		225		850
TT - Sunday		248		935

NOTICE/ STATUTORY (No slabs applicable)	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
Institutional (ABP) - Weekday		310		750
Institutional (ABP) - Sunday		340		825
Institutional (TT) - Weekday		205		775
Institutional (TT) - Sunday		220		820
Individual (ABP) - All days		120		NA
Individual (TT) - All days		100		NA

OTHER CLASSIFIEDS FEATURES	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)												
Educare - ABP	485	480	460	440	430	500	475	450	425	400	760	730	705	675	650	
Boi Bazaar - ABP	485	470	420	400	380	525	510	490	460	435	525	510	490	460	435	
Chhuti Chhuti - ABP	440	430	410	400	390	620	600	585	565	545	620	600	585	565	545	
Sharirik - ABP	475	460	415	385	375	655	630	605	575	545	720	695	665	630	600	
IT Bazaar - ABP		NA									450	420	400	370	335	
Career Builder - TT Jobs, Pay for 5 get 1 free		NA												705		
Sahitya Sangbad(ABP) Pay for 4 Get 1 free		NA												175		
Health Plus / IT World / Tour & Travel / Electrical World		NA									390	275	260	235	215	
Educare (TT)		1 - 2 insertions @ Rs.750/ -sq.cm each ; Pay for 3 @ Rs.720/sq.cm each & get 9 free/Pay for 5 @ Rs.705 each & get 16 free														

PERSONAL AND OTHER CLASSIFIED CATEGORIES NOT MENTIONED ABOVE	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)												
Commercial Weekday (ABP)	440	435	420	400	390	500	475	450	425	400	760	730	705	675	650	
Commercial Sunday (ABP)	485	480	460	440	430	550	525	495	470	440	835	805	775	740	715	
Non Commercial Weekday (ABP)		235						625						625		
Non Commercial Sunday(ABP)		260						685						685		
Commercial (All Days) -TT	305	280	265	250	235	400	350	325	300	250	665	640	615	595	550	
Non commercial ** TT		75						150						150		
Death Related** (All Days -TT)		150						345						345		

REGIONAL SPLITS (No slabs)	No. of insertions	LINE (Rs./line)	LOGO (Rs./sq.cm.)	DISPLAY (Rs./sq.cm)
ABP Bardhaman		120		130
ABP Purulia, Bankura, Birbhum		85		100
ABP Nadia, Murshidabad		85		100
ABP Medinipur		85		100
ABP NBS 24 Parganas, Howrah & Hooghly		100		110
ABP North Bengal		85		100
TT North Bengal		40		75
TT South Bengal		15		20
TT Orissa		5		NA

CITY SPLITS (No slabs for lineage)	LINE (Rs./line)	DISPLAY (Rs./sq.cm)					
		1-2 insertions		3-5 insertions		6+ insertions	
		BW	COL	BW	COL	BW	COL
ABP North	100	135	165	108	129	90	108
ABP South	120	195	240	156	191	129	157
ABP Howrah (NO EXTRA FOR COLOUR)	50	50	38			30	
ABP East	50	55	70	39	52	30	42
TT Salt Lake (NO EXTRA FOR COLOUR)	20	50		40		30	
TT Howrah (NO EXTRA FOR COLOUR)	40	25		23		20	

