

**Rates Effective From  
1st April 2015**



# Classifieds

More value, more impact

ಪ್ರಜಾವಾಣಿ

# ಕೌಸಿಫೈಡ್ಸ್

## RUN ON WORD CLASSIFIEDS

Normal Words	Rs. 70 per word	Normal Words	Rs. 60 per word
Bold Words	Rs. 110 per word	Bold Words	Rs. 90 per word
Semi Display- Normal Font	Rs. 85 per word	Semi Display- Normal Font	Rs. 70 per word
Semi Display- Bold Font	Rs. 130 per word	Semi Display- Bold Font	Rs. 120 per word
Colour Background / Symbols	15% Extra	Colour Background* / Symbols	15% Extra

## CLASSIFIEDS DISPLAY

Rates in per sqcm		Rates in per sqcm	
Single Column (3cm Width)	Rs. 500	Single Column (3cm Width)	Rs. 450
Double Column (6.3cm Width)	Rs. 525	Double Column (6.3cm Width)	Rs. 475
Innovative (More than 6.3cm Width)	Rs. 575	Innovative (More than 6.3cm Width)	Rs. 500

## SPECIAL CATEGORIES

**Normal Classifieds in Deccan Herald only Rs. 50/- per Word**

Lost, Missing, Situation Required, Thanks Giving, Greetings, Obituary Announcement

## PACKAGES for DH & PV

- W+S OFFER:** Book your ad on any Sunday/Weekday & repeat the same ad on any Weekday/ Sunday get 50% OFF for 2nd Ad. Consumption period with in 7 Days from the 1st Ad
  - 3+1 OFFER:** Pay for 3 ads & 4th Ad will be Free. Consumption period with in 21 Days from the 1st Ad.
- The above packages are applied for following Categories only : ♦Business ♦ Education ♦Tours & Travel ♦ Beauty & Health ♦ Future Focus ♦ Personal ♦ Matrimonial ♦ Automobile ♦ Job Opportunities ♦ Real Estate ♦ Rental Properties (except Double / Multiple column advertisements.)
- 2+1 OFFER :** **(JOB OPPORTUNITIES/ REAL ESTATE/ RENTAL PROPERTIES Categories only)**
  - JOB ADS :** 2+1 packages can be availed within 7 days or take 2 Wednesday and get following Wednesday free.
  - PROPERTY ADS :** 2+1 package will be weekend offer, take Friday+Saturday and get following Sunday free.
  - 50% OFFER :** **On Tuesday's** for Change of Name & Future Focus Categories | **On Sunday's** Matrimonial & Automobile Categories
  - EARLY BIRD :** Book any categories ad 3 days in advance & get 5% Discount.
  - MULTI COLUMN PACKAGE :** Any category advertisement on weekday and repeat the same on immediate Sunday within 7 days. The second insertion will be charged only 75% of the advertisement value.
- Important Note:** ♦ No Combined Offers ♦ Multiple insertion ads must be booked with advance payment within time period to avail series discounts ♦ 3 Days advance notice requires for Cancellations.

**Note:** DH-CLASSIFIEDS ad will be published throughout Karnataka and Prajavani Metro in Bangalore city only. PV-CLASSIFIEDS ad will be published throughout Karnataka.

### Box Charges for Display, Appointment & Classifieds Ads

- ♦ Rs. 15/- For Retaining Box Charges (Valid for one month only)
- ♦ Rs. 40/- For Redirecting Box Charges
- ♦ Rs. 400/- For Redirecting to Overseas. (By Airmail for a period of one month).
- ♦ Unclaimed replies will be destroyed after one month.

### DISPLAY OBITUARY / REMEMBRANCE ADS

Rates in per sqcm	DECCAN HERALD		PRAJAVANI	
	B/W	Colour	B/W	Colour
Personal /Family ads with in 180 sqcm	400	500	420	520
Personal Ads above 180 Sqcm	1200	1800	1275	1850
Corporate ads upto 38 sqcm	400	500	420	520
Corporate ads above 38 to 180 sqcm	600	900	638	925

### CLASSIFIEDS BILL BOARD (Only on Sunday supplement)

Advertisement Size	Rate per sqcm
5cm (h) x 6.3cm (w) or 10cm (w) x 6.3cm (h) Only	Rs. 250/-

### THANKSGIVING IN DH METRO LIFE

Advertisement Size / Edition	Rate per ad per Day
5cm (w) x 3.8cm (h) Bangalore City only	Rs. 1600/-

### CLASSIFIEDS DISPLAY Column Width & Mechanical Details

Columns	1	2	3	4	5	6	7	8	9	10
in Cms.	3	6.3	9.5	12.8	16.8	19.4	22.7	25.9	29.2	32.5

Colour / B&W Material acceptance will be in EPS / PDF format only.  
Resolution: Colour - 300 DPI. B&W: 600 DPI.



**The Printers (Mysore) Pvt. Ltd.,**  
No. 75, MG Road, Bengaluru- 560 001.  
Ph: 25880160/ 162/ 163/ 164/ 187 Fax: 080-25880165