

ABP RATES

Effective from February 1, 2015

আনন্দবাজার পত্রিকা
বাংলার বাঙালির।
The Telegraph
Unputdownable

All rates in Rs. Per square centimeter

| Anandabazar Patrika ** | MONDAY - THURSDAY | | FRIDAY - SUNDAY | |
|--|-------------------|---------|-----------------|---------|
| | BW | COLOUR | B&W | COLOUR |
| ALL EDITIONS (Excluding Silchar) | 5040 | 7535 | 5215 | 7850 |
| ALL EDITIONS FRONT PAGE (20x12.1 CM) + | - | 2239730 | - | 2329550 |
| ALL EDITIONS FRONT PAGE (25x16.3 CM) + | - | 3771350 | - | 3922600 |
| METROPOLITAN (Kolkata+ Howrah+Hooghly+24 PGNS) | 3550 | 5210 | 3700 | 5430 |
| METROPOLITAN FRONT PAGE (20x12.1 CM) + | - | 1406900 | - | 1465520 |
| METROPOLITAN FRONT PAGE (25x16.3 CM) + | - | 2369120 | - | 2467840 |
| HOWRAH-HOOGHLY-24 PARGANAS # | 580 | 730 | 605 | 760 |
| BARDDHAMAN (BE) # | 335 | 420 | 350 | 440 |
| BANKURA-BIRBHUM-PURULIA(PE) # | 215 | 280 | 225 | 290 |
| NADIA-MURSHIDABAD (AE) # | 270 | 340 | 280 | 350 |
| MEDINIPUR (IE) # | 315 | 390 | 330 | 410 |
| SOUTH BENGAL (SE) | 1325 | 1655 | 1380 | 1720 |
| NORTH BENGAL (NE) | 450 | 560 | 470 | 580 |
| SILCHAR | - | 20 | - | 20 |
| RASHIPHAL (SUNDAY) | - | - | - | 1230 |
| BELOW BULLION + | 12060 | - | 12060 | - |
| BELOW ASTROLOGY + | 37850 | - | 37850 | - |
| BELOW PERSONAL COLUMN + | 32910 | - | 32910 | - |
| EAR PANEL + | - | 56950 | - | 56950 |
| PATRIKA FRONT PAGE (SATURDAY) | - | - | - | 6030 |
| PATRIKA BACK PAGE | - | - | - | 6030 |
| PATRIKA INSIDE PAGES | - | - | - | 4265 |
| RABIBASARIYO FRONT PAGE (SUNDAY) | - | - | - | 6030 |
| RABIBASARIYO BACK PAGE | - | - | - | 6030 |
| RABIBASARIYO INSIDE PAGES | - | - | 2610 | 4680 |
| PRASTUTI FRONT PAGE (ALTERNATE TUESDAY) | - | 3820 | - | - |
| PRASTUTI BACK PAGE | - | 3820 | - | - |
| PRASTUTI INSIDE PAGES | 1805 | 3260 | - | - |
| ANANDA PLUS (MON/WED/FRI) | - | 6030 | - | 6030 |
| BISHOY ASHAY | - | 3260 | - | - |

| The Telegraph | MONDAY - THURSDAY | | FRIDAY - SUNDAY | |
|---|-------------------|---------|-----------------|---------|
| | BW | COLOUR | B&W | COLOUR |
| ALL EDITIONS (Excluding Orissa & Bihar) | 2600 | 4000 | 3270 | 5010 |
| ALL EDITIONS FRONT PAGE (20x12.1 CM) + | - | 1221590 | - | 1526890 |
| ALL EDITIONS FRONT PAGE (25x16.3 CM) + | - | 2057320 | - | 2570990 |
| CALCUTTA EDITION METRO (CE) | 1500 | 2120 | 1680 | 2480 |
| CALCUTTA EDITION METRO FRONT PAGE (20x12.1 CM) + | - | 608700 | - | 676410 |
| CALCUTTA EDITION METRO FRONT PAGE (25x16.3 CM) + | - | 1025170 | - | 1139010 |
| CALCUTTA EDITION METRO BACK PAGE | - | 2310 | - | 2470 |
| SOUTH BENGAL (SE) | 445 | 715 | 555 | 900 |
| NORTH BENGAL (NE) | 260 | 385 | 340 | 495 |
| NORTH EAST (GE) | 325 | 605 | 435 | 775 |
| JHARKHAND (HE) | 230 | 460 | 290 | 580 |
| ORISSA (OE) | 130 | 200 | 130 | 200 |
| BIHAR (YE) | 165 | 200 | 165 | 200 |
| TENDER | 1935 | 2710 | 1935 | 2710 |
| JOBS FRONT PAGE/BACK PAGE ALL EDITIONS Only Tuesday | 1375 | 1375 | - | - |
| T2 FRONT PAGE & BACK PAGE (Calcutta Edition) | - | 1960 | - | 2130 |
| T2 OTHER PAGES (Calcutta Edition) | - | 1690 | - | 2065 |
| T2 FRONT PAGE & BACK PAGE (All Editions) | - | 2375 | - | 2540 |
| T2 OTHER PAGES (All Editions) | - | 2085 | - | 2460 |
| YOU (ALT. THURSDAY) INSIDE PAGES | - | 815 | - | - |
| YOU (ALT. THURSDAY) FRONT/BACK PAGE | - | 890 | - | - |
| GRAPHITI FULL PAGE (SUNDAY - SNP) + | - | - | - | 456225 |
| GRAPHITI FULL PAGE (SUNDAY - GNP) CE EDN + | - | - | - | 510280 |
| GRAPHITI HALF PAGE (SUNDAY - SNP) + | - | - | - | 288180 |
| GRAPHITI HALF PAGE (SUNDAY - GNP) CE EDN + | - | - | - | 330220 |
| GRAPHITI BACK COVER - GNP + | - | - | - | 566995 |
| GRAPHITI INSIDE FRONT COVER - GNP CE EDN + | - | - | - | 520335 |
| GRAPHITI CENTRE SPREAD (SNP) + | - | - | - | 840500 |
| GRAPHITI CENTRE SPREAD (SNP/GNP) CE EDN + | - | - | - | 933825 |
| GRAPHITI STRIP (SNP/GNP) CE EDN + | - | - | - | 113420 |
| SALT LAKE SPLIT (FRIDAY) | - | - | - | 70 |
| HOWRAH SPLIT (FRIDAY) | - | - | - | 35 |
| TELEKIDS (WEDNESDAY) | - | 285 | - | - |
| TTIS | - | 170 | - | - |
| TT School Edition (Mon-Fri) | - | 25 | - | - |
| Young Minds Vertical (TTIS+Telekids+School Edition) | - | 460 | - | - |

| The Telegraph Platinum | Rate per insertion | Unit | Size (Width x height) |
|------------------------|--------------------|-------------------------------|-----------------------|
| FULL PAGE INSIDE | 100000 | Bleed | 203 x 267 mm |
| FULL PAGE OPENING | 125000 | Non-Bleed | 178 x 254 mm |
| FULL PAGE OPP INDEX | 110000 | Double Spread | 406 x 267 mm |
| DOUBLE SPREAD | 180000 | IFC+Opening Page | 406 x 267 mm |
| INSIDE FRONT COVER | 200000 | Front Cover Reverse gate fold | 398 x 267 mm |
| INSIDE BACK COVER | 200000 | | 374 x 254 mm |
| BACK COVER | 250000 | | |
| FRONT COVER GATEFOLD | 400000 | | |

BLEED
*FOR BLEED ADS PLEASE GIVE 5 MM BLEED ON ALL FOUR SIDES
LIVE MATTER FROM FINAL CUT MARKS
*LIVE MATTER SHOULD BE 6 MM AWAY FROM THE FINAL CUT MARKS FOR IFC+OPENING PAGE SPREAD AD - LIVE MATTER SHOULD BE 10 MM AWAY ON LEFT AND RIGHT SIDES FROM CUT MARKS (EACH SIDE 10 MM)
GUTTER
*FOR DOUBLE SPREAD ADS LIVE MATTER SHOULD BE KEPT 3MM AWAY FROM THE GUTTER ON BOTH SIDES.

| + RATES PER UNIT # No editions on Sunday | | Rates subject to revision.E & OE | |
|--|-----|--|--|
| PREMIA | | UP TO 2 EDITIONS 5% DISCOUNT | |
| POLITICAL ADVERTISEMENTS | 50% | MORE THAN 2 EDITIONS 10% DISCOUNT | |
| PAGE 3 & BACK PAGE | 15% | FRONT PAGE SOLUS MAY HAVE "COVER ON COVER" | |
| POSITION | 10% | | |
| FESTIVAL PREMIUM (10.9.2015 - 10.11.2015) | 10% | | |

Tender/ Appointments Rate Card 2016-17

Effective from 01. 06. 2016

| Anandabazar Patrika | Mon-Thu | | Fri-Sat | |
|--|---------|--------|---------|--------|
| | BW | Colour | BW | Colour |
| Tender | 2545 | 3560 | 2545 | 3560 |
| Appointments | 1795 | 1795 | 1795 | 1795 |
| The Telegraph | Mon-Thu | | Fri-Sat | |
| | BW | Colour | BW | Colour |
| Tender | 2130 | 2980 | 2130 | 2980 |
| Appointments All Edition (only Tuesday) | 1440 | 1440 | 1440 | 1440 |
| Appointments Calcutta Edition Metro (only Tuesday) | 825 | 825 | 825 | 825 |

Terms & Conditions

- These rates are effective from publication date **01.02.2015**
- Every precaution will be taken to ensure that competitive advertisements are not published on the same page. However no guarantee can be given to that effect. No claims will be entertained for discounting/make goods in case competitive ads appear on the same or facing page
- No particular position or page is guaranteed unless premium is paid for the same
- All possible care will be taken to ensure proper reproduction. However, the company will not be responsible for improper printing due to supply of defective material
- Materials will be printed as supplied by the agency/client without any correction at our end
- All efforts will be made to print All Edition advertisements on the same day. However, no guarantee can be given for the same. The advertisement will be published within 48 hours of the original date, in case not carried on the same day
- In case corrections/alterations are made on a previously published advertisement, detailed instruction for the changes need to be made for the repeat insertions as well. Make good for publication of incorrect ad if merely repeat date is mentioned will not be entertained
- Advertisement materials will be retained at our end for 15 days post publication. The company will not be responsible for any material after that period
- Reproduction related complaints need to be brought to notice within 5 days of publication. No complaints will be entertained thereafter

Guidelines

- Column widths are fixed and materials should be prepared accordingly. Width of all advertisements will be measured as per our standard column width. Example: A 2- col.advertisement will be treated as 7.9 cm as per our standard width even if it measures less than 7.9 cm
- Release Orders should mention height, number of columns and width. Example: if advertisement is - 25 x 4 then RO should mention 25x4, width- 16.3 cm
- Column width will be considered to one decimal place for billing purpose
- All advertisements in Anandabazar Patrika(ABP) and The Telegraph(TT) having height of 48 cm or more will be treated as full height advertisements(51cm)
- Height of advertisements will be taken as whole number for billing purpose. A fraction of a cm measuring 0.5 cm or more will be treated as 1 (one) cm
- A combination advertisement must be published within 30 days from the date of publication of the first advertisement. Otherwise, the first advertisement will be billed as per individual rate
- Minimum size of an advertisement is 3cm(H) x 3.8cm(W)

Appointment Advertisements will be in 8 column (standard) width

Ear Panel (Colour) in ABP Ear Panel (Colour) in YOU etc
Height - 3 cm Width - 3.8cm Height - 3cm Width - 3.8cm

The mechanical data below may be referred to for other sizes.

Deadlines

A. Receipt of Release Orders & Materials

- All Release orders have to reach us by 10am for advertisements to be published on the following day.
- Advertisement materials must accompany the Release orders
- Advertisements that need to be prepared by us need to reach us 2 working days in advance.
- For issue days Sunday,Monday, and Jobs on Tuesday all Release orders and Materials need to reach us on the previous Friday by 4pm
- For Other Products except Graphiti release orders and materials need to reach us seven working days in advance
- For Graphiti release orders and materials need to reach us fifteen working days in advance

B. Cancellation Charges

| Front Pages | Other Pages |
|----------------------|----------------------|
| • > 3 days No charge | • > 2 days No charge |
| • 3-2 days 50% | • 2-1 days 25% |
| • < 2 days 100% | • Previous day 65% |

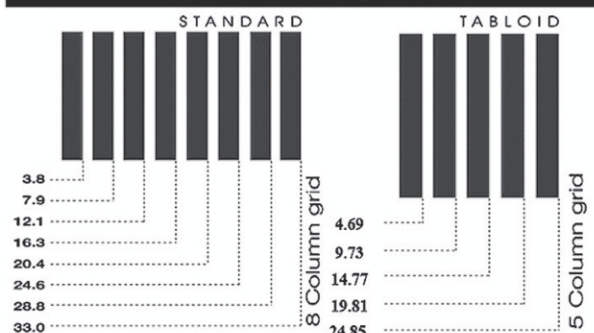
- All cancellations need to be informed by 11am on the respective days mentioned above
- Bills will be automatically raised by the system on the basis of release order, in case the cancellation and/or the material is not received within the scheduled time.

Material Guidelines

- Ad file should not contain any extra matter (that will not be printed)
- Avoid thin/ lower point/ serif type in reverse
- Avoid colour type in same group of colours with the background colour. e.g. 20% Red against 50% Red
- Avoid Yellow colour type against light background
- File size should be optimised for effective work-flow. eg. A full page colour ad should have a file size of not more than 70mb
- In the EPS/ PDF file linked image/ images should be in CMYK
- Minimum 250 Resolution for SNP & 300 Resolution for GNP/Artpaper
- All the text should be converted to path
- All overprint should be removed
- Single color black, instead of 4-color black, to be used for texts.
- Electronic documents should always be accompanied by a proof sheet/print.
- All colors in the ad must be in CMYK optimized for newspaper printing. In Black and White ads, only black is permitted (K in CMYK). Pantone and RGB colors should not be used.
- Do not use styles like "bold" or "italic" in the program, but always select the correct font from the font-menu (e.g. TimesBold or TimesItalic). Text in illustrations/logos must be transferred into lettercontours.

MECHANICAL DATA

All measurements are in centimeter



Digital Material Requirements

File Format (IBM PC) : pdf, tiff, eps No Raw/Open files will be accepted.
e-mail: hoscheduling@abpmail.com, admaterials@abpmail.com,
abp.scheduling@gmail.com