

(With effect from 1st April 2019)

Edition (Square Cm)	Commercial		Financial / Political		Personal		Avasarangal		Tender/Notice		Front Page	Page 3/ Back		Page 5/ Business
	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Color	B&W	Color	Color	B/W	Colour	Colour
Inside Kerala Editions														
All Kerala	2800	5100	3300	5600	1900	3100	2500	4200	2200	3900	10400	5200	7500	5850
Kottayam	460	830	545	915	265	415	410	680	360	630	1695	850	1220	945
Kozhikode	320	600	380	660	180	290	285	490	250	450	1225	600	880	685
Kochi	675	1215	795	1335	395	620	600	995	530	915	2480	1245	1785	1385
Trivandrum	450	810	530	890	230	370	400	665	355	610	1650	830	1190	925
Palakkad	285	515	335	565	150	250	255	420	225	415	1050	525	755	585
Kannur	280	510	330	560	130	195	250	420	220	410	1040	520	750	580
Kollam	295	545	350	600	170	270	260	445	235	405	1110	550	800	620
Thrissur	350	630	415	695	190	300	310	515	275	480	1285	645	925	720
Malappuram	275	505	325	555	130	200	245	415	215	405	1030	510	740	575
Pathanamthitta	300	550	355	605	190	300	265	450	235	410	1120	560	810	625
Alappuzha	280	510	330	560	190	300	250	420	220	410	1040	520	750	580
Outside Kerala Editions														
Mumbai	85	155	100	170	65	105	75	125	65	115	315	160	230	175
Bangalore	90	165	105	180	75	110	80	135	70	120	335	170	245	190
Chennai	70	130	85	145	50	75	60	105	55	95	265	130	190	150
Delhi	80	150	95	165	55	85	70	125	60	110	305	150	220	170
Mumbai+Bangalore+Chennai +Delhi	275	510	325	560	215	360	245	420	215	410	1035	515	750	580
Overseas	445	825	530	910	435	685	395	710	345	675	1675	835	1215	940
Kerala + Outside Kerala Editions														
All India	3000	5400	3550	5950	2050	3300	2700	4450	2350	4100	11000	5500	7900	6200
All Editions (India + Overseas)	3250	5900	3850	6500	2200	3600	2900	4850	2550	4500	12000	6050	8700	6800
All Kerala + Overseas Editions	3100	5600	3650	6150	2050	3300	2750	4600	2450	4250	11400	5700	8200	6450
Book Publishers/ Book Sellers														
All India	2950	5350												
All Kerala	2750	5050												
Personal Ads: Add on rate for Gulf with any Indian edition														
Add on rate for Gulf with Indian edition		825			180	285								

Standard Column width: 1 column: 3.8 cm, 2 column: 8.0 cm, 3 column: 12.2 cm, 4 column: 16.3 cm,
5 column: 20.5 cm, 6 column: 24.6 cm, 7 column: 28.8 cm, 8 column 33.0 cm

PERZONAL: Obituary, In Memoriam, Sanchayanam, Wedding, Wedding Anniversary, Situations required
Scholarship, Missing, Lost, Matrimonial, Achievements, Birthday Greetings, Retirements, Bon-voyage and
Thanks Giving

@ **AVASARANGAL (Appointment Supplement on every Wednesday): No. of column will be 5**
Column width: 1 col.: 6.3 cm, 2 col.: 12.9 cm, 3 col.: 19.5 cm, 4 col.: 26.1 cm, 5 col.: 33.0 cm

& **Tender/Notice: This special rate is only for Tenders/ Notices supplement/ section on every Tuesday**

Page 2 (B&W) - 25% Extra
Appointment advertisements on main issue - 15% Extra
Double column advertisement in obituary page - 50% Extra
13cm – 15cmx1col.advertisement in obituary page - 25% Extra
Above 15cmx1col advertisement in obituary page(height 16cm and above) - 50% Extra
Island position other than front page (min Size:5cm x 1col) - 100% Extra
B&W Discount is not applicable for Front Page
Specified Position Premium is applicable for 1st page of supplements