

AD TARRIF

STANDARD RATE FOR HINDI EDITION

DISPLAY RATE IN SQUARE C.M	DISPLAY CLASSIFIED
Colour- 700/-Rs sq cm.	225/-Rs sq.cm.
B&W – 500/-Rs sq.cm	150/ Rs sq.cm

STANDARD RATE FOR ENGLISH EDITION

DISPLAY RATE IN SQUARE C.M	DISPLAY CLASSIFIED
Colour- 600/-Rs sq cm.	200/-Rs sq.cm.
B&W – 400/-Rs sq.cm	175/ Rs sq.cm

Fixed rate for Classified Advertisement for five lines only without boldness-300/-Rs. Only.

Rate of Colour Page (HINDI)	SIZE	Total Cost
Full Page	52x33 (1716 SCM)	12,01200 /-Rs
Half Page	26x33 (858 SCM)	6,00600 / - Rs
Quarter Page	25x16.5 (412.5 SCM)	288,750 /- Rs

Rate of Colour Page (ENGLISH)	SIZE	Total Cost
Full Page	52x33 (1716 SCM)	10,29,600/-Rs
Half Page	26x33 (858 SCM)	514800 / - Rs
Quarter Page	25x16.5 (412.5 SCM)	247500 /- Rs

Front Page : 50% Extra / Back Page: 35% Extra

RATE FOR TENDERS & JOBS for Hindi & English:-

Color Page Cost
550 /-Rs sq.cm

B&W Page Cost
450 /-Rs sq.cm

Special Discounts:-

- Obituary, Remembrance, Missing Persons, Religious Greetings, Book Promotion, Court Notice & Public Notice
- Fix Rates for this Advertisement (Size:- 2.5*2.SCM) - Rs. 1050/-

Release Order must.

A RURBAN MEDIA PUBLICATION

Corporate Office: FC-16, Film City, Sector-16 A, Noida, UP - 201301

TERMS AND CONDITIONS

- Political, Election, Casual, Classified, Advertisement are accepted strictly against advance payment.
- The publication will not be accountable for the reproduction quality of material sent through the digital mode which is not in compliance with standards of NEW OBSERVER POST.
- Cancellation of front page Solus/Semi-Solus booking must be given 48 hours before the date of publications, falling which the advertisement shall be billed for payments.
- Black & White advertisement will not be accepted for front page and back page .
- Obscene/near obscene and objectionable Advt. those considered contrary or prejudicial to the public interest, shall not be accepted.
- In case of the material being sent through digital mode, the publication would not be accountable for the reproduction quality.
- Cancellation for front soles booking must reach 72 hours before the date of publication.
- Minimum advertisement is accepted strictly as per the terms and conditions.
- All Payments should be made by cheque in the name of RURBAN MEDIA PRIVATE LIMITED payable at Delhi.
- Release Orders and material must reach the Delhi office 24 hours prior to the date of insertion.
- Priority shall be given to the Front Page Advts, any Semi-Solus Ad booking may be shifted without prior intimation.
- No advertisement will be accepted for the editorial page.
- Corrections, Cancellations or Changes in Schedule for the color supplements must be intimated at least 3 days before the date of insertion.
- Intimation of faulty or wrong insertions should be sent within a week after publication, failing which no claims whatsoever shall be accepted.
- All release orders must use the sq.cm. Format (1sqcm=1 cm x 1 cm).
- Fraction of a cm shall be taken as a full cm for billing purpose.
- Prorata deductions can be made in the event of missed advertisements of bad reproduction in any edition(s).
- Advt. are accepted strictly as per the terms and conditions laid down by the Indian Newspaper Society (INS), New Delhi.
- The material deadline is 6:30 pm on the specified deadline date else the advertisements will be carried the next day.
- Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our staff within 60 days of the publication of the advertisement. Beyond 60 days we can provide you only a Photocopy/Scanned copy of the same.

Office:-

A RURBAN MEDIA PUBLICATION

www.rurbanmedia.com

Corporate Office: FC-16, Film City, Sector-16 A, Noida, UP - 201301

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