

Sambad Advertisement Rates (Tariff)



Ad Rates for Display & Commercial,
E2 - Education & Employment,
Rabibar (The Sunday Tabloid)

Advertisement Rates w.e.f. 1st April 2011

Maxi Reach - Basic Rates (₹/sq.cm.)

| Edition | B&W | Colour |
|------------------------------|-----|--------|
| All Odisha | 550 | 600 |
| Bhubaneswar+1 Edition | 450 | 500 |
| Bhubaneswar+2 Edition | 475 | 525 |
| Bhubaneswar+3 Edition | 500 | 550 |
| Western + Southern | 500 | 550 |
| Sambalpur+Rourkela (Western) | 350 | 400 |
| Berhampur+Jeypore (Southern) | 300 | 350 |

Edition - Basic Rates (₹/sq.cm.)

| Edition | B&W | Colour |
|-------------|-----|--------|
| Bhubaneswar | 400 | 450 |
| Cuttack | 400 | 450 |
| Angul | 250 | 300 |
| Balasore | 250 | 300 |
| Sambalpur | 300 | 350 |
| Rourkela | 250 | 300 |
| Berhampur | 250 | 300 |
| Jeypore | 200 | 250 |

Premium on Basic Rates

| Type | Premium % |
|-------------------|-----------|
| Front Page Solus | 150% |
| Front Page | 100% |
| Back Page | 50% |
| Page 3 | 35% |
| Page 5 | 25% |
| Specific Page | 15% |
| Specific Position | 10% |
| Political ads | 5% |

Premiums for Innovations

| Type | Premium % |
|---------------|-----------|
| Front Page | 150% |
| Back Page | 125% |
| Page 3 | 100% |
| Page 5 | 75% |
| Specific Page | 50% |
| Advertorial | 50% |

page premium extra

E2 - Education & Employment

| Friday only | Rate: (₹/sq.cm.) | |
|-------------|------------------|--------|
| All Edition | B&W | Colour |
| Front Page | 300 | 350 |
| Inner Page | 200 | 250 |
| Back Page | 250 | 300 |

Front Panel, size 8 cms x 6 cms, ₹ 10, 000
Classifieds, Run on Words: ₹ 20 per word.
Maximum 50 words.

Rabibar - The Sunday Tabloid Rate (₹/sq.cm.)

| All Edition | B&W | Colour |
|-------------|-----|--------|
| Front Page | 300 | 350 |
| Inner Page | 200 | |
| Back Page | 250 | 300 |

Panels & Strips

| All Edition | Size in cms | Rate in ₹ |
|-------------------|-------------|-----------|
| Panel Back Page | 10 x 7 | 15, 000 |
| Panel Sports Page | 10 x 7 | 10, 000 |
| Strip Sports Page | 33 x 5 | 20, 000 |
| Strip Back Page | 33 x 5 | 50, 000 |
| Strip Page 2 | 33 x 5 | 20, 000 |

page 2 / sports page strip - 4 editions in color and
4 editions in B&W

Savor Page - Supravat

Supravat is mostly a leisure reading and informative page with specific focus on a particular subject each day

| | |
|-----------|------------------------|
| Monday | Health/ Science |
| Tuesday | Achievers/ Innovations |
| Wednesday | Women |
| Thursday | Agriculture |
| Friday | Religion/ Spiritual |
| Saturday | Children's Page |
| Sunday | Literature |

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Advertisement Rate Card Sambad | Sambad Advertisement Rates Orissa

Sambad Advertisement Rates (Tariff)

Classifieds - All Odisha

Days: Mon, Wed & Sun

Display - 1: Type: Obituary/ Missing/ Lost & Found/ Charity/ Anniversary/ Scholarship/Mentorship/Birthday Rate ₹ 500/1000 for size 4x5/4x10sq cm.

Display - 2: Type: Categories other than Display-1 and running matter Rate: ₹ 100 per sq.cm. Size: 1 column. Max: 10 cms. Run-on-Words

Type: To-let, Sale, Purchase, Matrimonial, Domain Name, Astrology, Health, Finance, Sports, Business, Lost & Found etc., Rate: ₹ 200 upto 15 words ₹ 10 per extra word upto 50 words

Matrimonial Ads - Sunday only Appointment Ads - not accepted in this category.

Monthly Display Ads

| All Edition | Rate in ₹ | |
|--------------------------|-----------|--------|
| Days: Tue, Thu & Sat | 8&W | Colour |
| Educational (07 Inserts) | 15,000 | 17,500 |
| (15 Inserts) | 30,000 | 35,000 |
| Others (07 Inserts) | 12,500 | 15,000 |
| (15 Inserts) | 25,000 | 30,000 |

Size: 8 x 5 sq.cm.

Ads printed in this category : 4 editions in colour & 4 editions in B&W

Online Edition

| | Size in pixels | Rate in ₹/ day |
|------------------------|----------------|----------------|
| Top Banner | 728 x 90 | 7,000 |
| Side Banner | 160 x 90 | 5,000 |
| Story Header or Footer | 728 x 90 | 3,000 |

Advertisement on CPC Module ₹ 15 per click

List of Holidays

| Occasion | Holiday | No Issue Day |
|------------------|--------------|--------------|
| May Day | 1st May | 2nd May |
| Independence Day | 15th August | 16th August |
| Mahanabami | 5th October | 6th October |
| Dushera | 6th October | 7th October |
| Diwali | 26th October | 27th October |
| Republic Day | 26th January | 27th January |
| Dolapurnima | 8th March | 9th March |
| Holi | 9th March | 10th March |

Classifieds - All Odisha

Days: Mon, Wed & Sun

Maximum 50 (fty) words accepted for classified advertisement. For Outlining or bold lettering an additional amount of ₹ 100 will be charged. For photograph an additional amount of ₹ 100 will be charged. Charges for Box No. is ₹ 200 and duration of box service is 15 days from the date of publication. Letters received against a box number will be despatched to the advertiser after 15th day of publication by courier/postal service. Terms & Conditions: All ads are subject to prepayment, and should be supported by original money receipt. Advertisement booked once cannot be cancelled. The time limit for acceptance of classified ads is 4.00 pm. If received after 4.00 pm they will be published in subsequent issue. No advertisement will be accepted without proper document proof.

Mechanical Data

Sambad: Print Area- 33 cms x 51 cms, Front page-33 cms x 45 cms., E2-Print Area-33 cms x 51 cms, Rabilbar: Print Area-24.5 cms x 30 cms, Minimum Point Size: Odia-9 pt., English-7 pt Screen: 65 (B&W), 90 (Colour), Printing Process: Offset Column Size: 1 col = 04.0 cms, 2 col = 08.0 cms, 3 col = 12.2 cms, 4 col = 16.4 cms, 5 col = 20.5 cms, 6 col = 24.7 cms, 7 col = 28.8 cms, 8 col = 33.0 cms

Terms & Conditions:

Material Accepted: Soft formats in CDs in JPEG, PDF, TIFF, EPS files only. Cancellation: Written cancellation order must reach us before two working days. Billing: Advertisement of 48 cms and above shall be treated as full column size, fraction of a centimeter will be treated at one centimeter and front page (45 cms x 33 cms) will be treated as full page and billed accordingly. Payment: All cheque/ DD should be drawn in favour of Eastern Media Limited. The advertiser is advised to insist for stamped money receipt in case of cash payment.

Editions Coverage

| Bhubaneswar | Berhamapur | Rourkela |
|-------------------------|---------------------|----------------------|
| Shubaneswar: Khurda | Berhampur: Ganjam, | Sambalpur: |
| Puri, Nayagan | Gajapati, Kandhamal | Sambalpur, |
| Cuttack: Cuttack, | Jaypur: Koraput, | Bargarh, Boudh, |
| Jajpur, Jagatsinghpur, | Malkangiri, | Jhansuguda, Deogarh, |
| Kendrapada | Koraput | Deogarh, Sonepur |
| Angul, Angul, Dhenkanal | Rayagada | Kalahandi, Nuapada |
| Keonjhar | | |
| Balasore: Balasore, | | |
| Shakti, Nayabhatj | | Rourkela: Sundergarh |

Ad Rates Sambad | Sambad Ad Tariff | Book an Ad in Sambad
Advertisement Rate Card Sambad | Sambad Advertisement Rates Orissa

Note : The above tariff may have changed. Please call us and confirm the rates before proceeding.