

Amar Ujala Advertising Rates

National Rate Card w. e. f. 1-March-2011

S No.	Description	B/W			Color						Jindagi Live		UDAAN	
		Display	Double Power (AU+Com)	Financial/ Tender	Display	Double Power (AU+Com)	Financial/ Tender	FPSS	FPS	Back Page	Inside	FPSS/BP	inside	FPSS/BP
STATE														
1	Uttar Pradesh	2222	2424	2444	3131	3434	3444	4697	6262	4227	1760	2234	1818	2273
2	UttaraKhand	666	686	733	888	919	977	1332	1776	1199	480	637	533	666
3	Jammu & Kashmir	222	-	244	303	-	333	455	606	409	160	202	189	236
4	Himachal Pradesh	222	-	244	303	-	333	455	606	409	160	202	189	236
5	Chandigarh	222	-	244	303	-	333	455	606	409	143	174	160	200
6	Punjab	444	-	488	555	-	611	833	1110	749	217	274	160	200
7	Haryana	444	-	488	555	-	611	833	1110	749	108	142	160	200
8	New Delhi	595	-	655	707	-	778	1061	1414	954	320	405	320	400
9	All Edition	3333	3535	3666	4747	5111	5222	7121	9494	6408	2182	2750	2545	3182

Package														
1	Central UP	1111	1212	1222	1313	1414	1444	1970	2626	1773				
2	Eastern UP	858	1010	944	1111	1313	1222	1667	2222	1500				
3	Central & Eastern UP	1616	1818	1778	2121	2323	2333	3182	4242	2863				
4	North Power	717	-	789	888	-	977	1332	1776	1199				
5	Sweet4	333	-	366	444	-	488	666	888	599				
6	Hill Queen 1	888	-	977	1111	-	1222	1667	2222	1500				

Editions														
1	Agra	555	606	611	666	727	733	999	1332	899				
2	Meerut	444	484	488	555	595	611	833	1110	749				
3	Barailly	333	393	366	444	505	488	666	888	599				
4	Moradabad	303	-	333	393	-	432	590	786	531				
5	Aligarh	272	-	299	333	-	366	500	666	450				
6	Kanpur	505	555	556	666	747	733	999	1332	899				
7	Lucknow	777	-	855	999	-	1099	1499	1998	1349				
8	Jhansi	191	-	210	222	-	244	333	444	300				
9	Varanasi	353	414	388	444	505	488	666	888	599				
10	Allahabad	373	474	410	505	606	556	758	1010	682				
11	Gorakhpur	272	313	299	333	404	366	500	666	450				
12	Dehradun	505	555	556	666	707	733	999	1332	899				
13	Nainital	303	-	333	383	-	421	575	766	517				
14	New Delhi	595	-	655	707	-	778	1061	1414	954				
15	Chandigarh	222	-	244	303	-	333	455	606	409				
16	Jalandhar	444	-	488	555	-	611	833	1110	749				
17	Jammu	222	-	244	303	-	333	455	606	409				
18	Dharamsala	222	-	244	303	-	333	455	606	409				

Rupayan			
Category	Size (in CMS)		Color Rate
	Width	Height	
Back Cover	18.5	23	561000
Inside Front Page	18.5	23	462000
Inside Back Cover	18.5	23	462000
Strip Ad on different Pages	18.5	5	132000
Full Page	18.5	23	330000
Strip all Pages	18.5	5	396000
Integrated Branding	-	-	1980000
Half Page	18.5	11	198000

Political				
B/W	Color			
Display	Display	FPSS	FPS	Back
2778	3914	5871	7828	5284
833	1110	1665	2220	1499
278	379	568	758	511
278	379	568	758	511
278	379	568	758	511
555	694	1041	1388	937
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744	884	1326	1768	1193

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Display Classified and Matrimonial Rates

Sno.	States	D I S P L A Y	
		Per Sq Cm	
		Classified Display	Classified Display Double Power (AU+Com)
1	Uttar Pradesh*	800	900
2	Uttarakhand	175	185
3	Jammu & Kashmir	100	-
4	Himachal Pradesh**	150	-
5	Chandigarh	100	-
6	Punjab	100	-
7	Haryana	100	-
8	New Delhi	175	-
Packages			
1	UP +Uttarakhand*	900	1050
2	C & E Power	320	390
3	North Power C	340	-
4	ALL Edition	1000	1150

Matrimonial Display rates will be the same as classified display rates

Editions Classified Rate

S No.	Editions	Classified Display	Double Power (AU+Com)
1	Agra	165	185
2	Meerut	140	155
3	Bareilly	100	115
4	Moradabad	100	-
5	Aligarh	70	-
6	Kanpur	125	150
7	Lucknow	225	-
8	Jhansi	70	-
9	Varanasi	140	160
10	Allahabad	100	130
11	Gorakhpur	100	125
12	Dehradun	125	140
13	Nanital	100	-
14	New Delhi***	175	-
15	Chandigarh	100	-
16	Jalandhar	100	-
17	Jammu & Kashmir	100	-
18	Dharamsala	75	-

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