

Comparative Rate Structure
(For Different Publications)

(Rs./ Col. Cm. for one lakh circulation)

SL.No.	Particulars	Newspapers/ Unbound Publications		Bound Publications	
		Standard Newsprint	Glazed Paper	Standard Newsprint	Glazed Paper
1	2	3	4	5	6
A	Parameters				
1	GSM of Paper	48	52	48	52
2	Cost Of Newsprint (Rs./Mt)	34000	42500	34000	42500
B	Details of Cost				
1	Cost of Newsprint	45.33	61.39	45.33	61.39
2	Processing Charges (139% of Newsprint) *	63.01	63.01	94.51	94.51
3	Total Cost	108.34	124.40	139.84	155.90
4	Margin	10.83	12.44	13.98	15.59
	Total	119.17	136.84	153.82	171.49
5	Pulling Power Weightage (15% of Total Cost)	16.25	18.66	20.98	23.39
6	Total	135.42	155.50	174.80	194.88
7	Commission for Display Ad. (15% of Total Rate)	23.90	27.44	30.85	34.39
8	Total Rate per Col. Cm.	159.32	182.94	205.65	229.27
9	Total rate for B/W printing per sq.cm.	31.86	36.59	41.13	45.85
C	Rate for Colour Printing				
1	Total rate for B/W printing	159.32	182.94	205.65	229.27
2	Add 40% for colour printing	63.73	73.18	82.26	91.71
3	Total rate for colour printing per Col cm.	223.05	256.12	287.91	320.98
4	Total rate for colour printing per sq.cm.	44.61	51.22	57.58	64.20

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For Bound Publications, processing cost is taken as 150% of processing cost of Unbound Publications.