

## ANNEXURE VII

**RATE STRUCTURE FOR NEWSPAPER DAILIES, UNBOUND  
WEEKLIES, FORTNIGHTLIES AND MONTHLIES**

Rs. Per column cm.

Sl. No.	Circulation	Proposed Rate for Dailies				Rate For Unbound Periodicals			
		Total Rate including Weitage for Small & Medium Newspapers & Weitage for Pulling Power	Commission for Display Advertisement	Dailies Total Rate	Weeklies/.Fortnightlies with Additional Weitage of Rs.3 per Col. cm.	Monthlies with Additional Weitage of Rs.6 per Col. cm.			
						Rs. / Col. cm.	Rs. / Col. cm.	Rs. / Sq. cm.	
1	2	3	4	5	6	7	8	9	10
2	upto 5000	24.97	4.41	29.38	5.88	32.38	6.48	35.38	7.08
3	5001 to 15000	35.62	6.29	41.91	8.38	44.91	8.98	47.91	9.58
4	15001 to 25000	48.19	8.50	56.69	11.34	59.69	11.94	62.69	12.54
5	25001 to 35000	61.16	10.79	71.95	14.39	74.95	14.99	77.95	15.59
6	35001 to 45000	73.85	13.03	86.88	17.38	89.88	17.98	92.88	18.58
7	45001 to 55000	85.82	15.14	100.96	20.19	103.96	20.79	106.96	21.39
8	55001 to 65000	88.01	15.53	103.54	20.71	106.54	21.31	109.54	21.91
9	65001 to 75000	101.56	17.92	119.48	23.90	122.48	24.50	125.48	25.10
10	75001 to 85000	115.11	20.31	135.42	27.08	138.42	27.68	141.42	28.28
11	85001 to 100000	135.42	23.90	159.32	31.86	162.32	32.46	165.32	33.06