

udayavani.com banner rates

Positions	Size in pixels	Rate per month (in Rs.)
Top banner	750 x 60 or 720 x 90	30,000
Ear Panels (Left + Right)	132 x 60	20,000
Below Master Head	750 x 60 or 720 x 90	15,000
Right panel banner	130 x 60	3,000
Right panel banner	130 x 120	4,500
Right panel banner	130 x 360	7,500
Right panel banner	220 x 200	10,000
Bottom banner	468 x 60	3,000

Advertisement Information

CPM, CPC, CPL, CPW, based advertisement are welcome. **CPM** (Cost Per M) - The cost of an advertisement for every 1,000 impressions. (The "M" stands for the Latin mille, meaning "one thousand"). **CPC** (Cost Per Click) - The cost of an advertisement based exclusively on how many times users click on the advertisement. **CPL** (Cost Per Lead) - The cost of an advertisement based on how many leads the ad generates. Lead means a visitor referred by the Affiliate completes a form on the Merchants website. **CPW** (Cost Per Welcome) - Site will be paid if every user goes through four steps - **impression, clip, enrollment and welcome**.

Banner type can be GIF or JPG or SWF (flash animation) or HTML format. Latest innovations are welcome. For any queries, e-mail us at: udayavani@manipalmedia.com

Terms & Conditions

- All advertisements are accepted strictly on prepayment basis, except in cases of approved accounts.
- The management shall not be held responsible for the loss of/damage to advertising material (artworks/positives etc). While in transit or in the process of printing, though utmost care will be taken of them.
- The management reserves the right to insert, suspend or reject any advertisement in part or in full, or to terminate any contract at any stage, without assigning any reason.
- No bills will be cancelled nor any deduction made in the advertisement bills on account of alleged defective insertions or errors in composition or bad print which shall be made good as far as possible, by a correct insertion in a subsequent issue.
- The management accepts no responsibility for faulty printing, if after advising the advertiser or his agent that the material supplied is defective, the advertiser or his agent concerned fails to supply fresh material which is up to the mark or alternatively, does not agree to withhold the insertion of the advertisement. In such circumstances, the management reserves the right to decline any demand or a claim for a repeat insertion free of charge on the grounds of faulty reproduction.
- All advertisement copies shall be strictly subject to approval of the management which also reserves the right to refuse or suspend the publication of any advertisement without stating any reason.
- When particular advertisements are scheduled for specific dates, due care is taken that advertisements shall, as far as possible, appear on the dates specified, but no guarantee is implied in the acceptance of an order.
- If an advertiser neglects or fails due to whatever cause, (a) to pay bills regularly (b) to reasonably comply with these terms, the management shall be at liberty to suspend the publication of the advertisement and/or to terminate the contract and forthwith to recover from the advertiser all sums due and payable under contract, provided always that the publication of the advertisement by the management after such neglect or failure on the part of the advertiser shall not be deemed to be a waiver of their right under the contract.
- It is not permissible for an agent or an advertiser to lay down any conditions or terms not in accordance with these rules under which advertisements are accepted, and any such stipulation shall be disregarded.
- As, owing to technical difficulties to 'make up', it is not always possible to ensure the precise space stipulated for an advertisement, the variation up to a centimeter (excess or shortage) will be disregarded in our bills and no claim can be entertained for a shortage unless it exceeds the minimum.
- Copy matter and advertisement material meant for publication must reach this office at least three days prior to the date of insertion.
- If owing to late receipt of Release Order, text or material, the advertisement is not published in the particular issue for reasons beyond its control, the management reserves the right to insert the advertisement in the next immediate issue.
- Non-receipt of voucher copy shall not be held as sufficient cause for withholding payment.
- Advertisement matter may be either clearly typed or written.
- Materials should reach us with a copy of the Release Order.

Branches

Ahmedabad:

Padma Vijay Associates
26/279, Poojan Apartments
Near Dr. Jivraj Mehta Hospital
Vasna
Ahmedabad 380 007
Tel: 079 26643386
email: padmavijay2001@rediffmail.com

Bangalore:

No. 15,
North Block Basement
Manipal Center
47, Dickenson Road
Bangalore 560 042
Tel: 080 25092189, 25588467
Fax: 080 25586898
email:
udaeshwar@manipalmedia.com

Chennai:

1st floor, Auras Corporate Center
98-A, Dr. Radhakrishnan Salai
Mylapore,
Chennai 600 004
Tel: 044 28478608
Fax: 044 42103179
email:
smoin@manipalmedia.com

Hubli:

201/202, Kundgol Complex
Court Circle
Hubli 580 029
Tel: 0836 2251533 / 44
Telefax: 0836 2360515
Email: basavaraj@manipalmedia.com

Hyderabad:

302, 2nd Floor, Uma Mansion
New Nallakunta
Hyderabad 500 044
Fax: 040 27560047

Karkala:

1st Floor, Gopal Towers
Main Road
Karkala Taluk
Udupi District 574 401
Tel: 08258 320859, 231899
Telefax: 08258 232733

Karwar:

'Vaibhav', Dr Kamalakar Road
Near BSNL Office
Karwar 581 301
Telefax: 08382 228430

Kasargod:

Golden Arcade
1st Floor
Near New Bus Stand
Kasargod 671 748
Tel: 04994 227480

Kochi:

1st floor, Shalimar Chamber
Convent Junction, Ernakulam
Kochi 682 035
Tel: 0484 2369912, 3098328
email: udayavani_kochi@yahoo.com

Kolkata:

157/B, 1st floor, Lenin Sarani,
Kolkata 700 013
Telefax: 033 22159783
email:
abhirsarkar@rediffmail.com

Kundapura:

1st Floor, Hebbar Complex
Shastri Circle, Kundapura Taluk
Udupi Dist 576 201
Tel: 08254 320897, 232290, 235350
email:
rajaramacharya@yahoo.com

Mangalore:

1st Floor, Manasa Towers
M.G. Road, Kodialbail
Mangalore 575 003
Tel: 0824 2440259, 2441166
Fax: 0824 2441152
email:
rmijar@manipalpress.com

Mumbai:

616, Dalamal Towers
211, Nariman Point
Mumbai 400 021
Tel: 022 22845248, 22873043
Fax: 022 22851764
email: gautamsen@manipalmedia.com

New Delhi:

401, INS Building, Rafi Marg
New Delhi 110 001
Tel: 011 237 16405
Fax: 011 23717507, 51511488
email:
nprknprk@yahoo.co.in

Pune:

B2/16, 'B' Wing
Guru Ganesh Nagar, No. 6
Kothrud
Pune 411 029
Tel: 020 25385706
email:
nitinakolkar@yahoo.co.in

Puttur:

1st Floor, A.M. Complex
Opp. KSRTC Bus Stand
Puttur 574 201
Tele: 08251 238022
Telefax: 08251 238021

Shimoga:

Das Building, Opp. PLD Bank
2nd Cross, Balaraj Aras Road
Shimoga 577 202
Tel: 08182 222264, 241201
Fax: 08182 270921

Udupi:

Basement, Sriram Arcade Building
Opp. Head Post Office
Udupi 576 101
Tel: 0820 2521158, 3202736
Telefax: 0820 2528288
email:
advtdp@manipalmedia.com



Manipal Media Network Ltd.

UDAYAVANI TARANGA ROOPATARA TUSHARA TUNTURU

Udayavani Building, Press Corner, Manipal 576 104. Ph: 0820 2205258, 2205272, 2570845. Fax: 0820 2570846
email: advt@manipalmedia.com Web: www.udayavani.com

Advertisement Tariff

Effective from 1st February 2008

The myriad hues of literary lucidity



UDAYAVANI TARANGA ROOPATARA TUSHARA TUNTURU

General Information

- The dimensions of an advertisement will be in cm x cm. Hence, the size of the advertisement is to be defined as width x height in cms in all communication including Release Orders
- The minimum size of an advertisement is 3.8 cms x 3 cms (Width x Height)
- Advertisements will be accepted only in integer heights
- For Udayavani the page height is 50 cms. In case the advertisement height is greater than 45 cms, the advertisement will be billed for the page height
- For Udayavani in case the advertisement width is equal to the page width, the published width will be 32.5 cms and the billed width also would be 32.5 cms
- For Udayavani advertisements above 28.4 cms in width will be billed at the page width, i.e. at a width of 32.5 cms
- A full page advertisement would be billed at 32.5 cms x 50 cms (Width x Height)
- For center spread advertisements, the billable width is 78 cms
- For page width advertisements, the minimum acceptable height is 5 cms
- The billable area of an advertisement would be the width in cms multiplied by the height in cms
- For Udayavani, minimum size for front page would be 16.1 cms Width x 15 cms Height or 12 cms Width x 20 cms Height
- For Udayavani, extra premium for B & W advertisements is 50% for back page and 25% for third page
- For Udayavani Ear Panel Height is 4.5 cms and Width is 6.5 cms

Material Required:

For B & W Advertisements:

Digitized formats in Zip or CD, software used Adobe Photoshop, CorelDRAW, Adobe Illustrator, Adobe Pagemaker with the necessary fonts, links in PC format with a printout of the advertisement.

For Color Advertisements:

Digitized formats in Zip or CD, software used Adobe Photoshop, CorelDRAW, Adobe Illustrator, Adobe Pagemaker with the necessary fonts, links in PC format with a B&W or color printout of the advertisement.

Note for Accounts:

All cheques should be drawn in favor of **M/s Manipal Media Network Limited** payable at Manipal, Mumbai, Bangalore and Delhi as per the respective center accounting.

Udayavani

Category

Editions

	Manipal	Bangalore	Mumbai	Manipal + Bangalore	Manipal + Mumbai	Mumbai + Bangalore	Manipal + Mumbai + Bangalore
Color Advertisements: Rates per sq. cm (in Rs.)							
Front page	425	245	100	525	475	300	575
Back page	350	200	90	425	400	240	475
Third page	300	150		375	350		425
Inside	250	135		300	275		350
Ear Panel (Rate per insertion)	2,500	1,250	550	3,000	2,850	1,500	3,250
Supplements (Saptahika Sampada/ Suchitra/Kalavihara/ Mahila Sampada)							350
Black & White Advertisements: Rates per sq. cm (in Rs.)							
Display (regular, financial, company prospectus/announcements, balance sheets, etc)	170	90	40	210	190	120	235
Obituary	95	60	35	120	100	75	125
Classified Advertisements: (Min 10 words) Rates per word (in Rs.)							
General Classified (Properties/Appointments)	25	20	13	30	28	24	33
Matrimonial	15	7	7	20	19	12	24

Note:

Political advertisements and election notice charged 25% extra
For Box Number, additional Rs. 50 per insertion

Dimensions

Full page size	55 cms x 34 cms (8 cols)	No. of columns	8					
Full page print area (Ad size)	50 cms x 32.5 cms (8 cols)	Length of columns	50 cms					
Columns	1	2	3	4	5	6	7	8
Width (cms)	3.8	7.9	12	16.1	20.2	24.2	28.4	32.5

Magazines

(Rates per insertion in Rs.)

Positions	Taranga		Roopatarra		Tushara		Tunturu	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color
Back cover		80,000		50,000		4,500		14,000
Inside cover		75,000		35,000		4,000		12,000
Full page	30,000	55,000			1,750	3,500	4,500	9,000
Full page (Glazed)		70,000	15,000	26,000				
Half page	18,000	30,000	8,000	15,000	900	1,750		
Single column	15,000	18,000	5,000	10,000				
Double column	28,000	50,000	10,000	18,000				
Double spread	55,000	110,000	28,000	50,000	3,500	7,000	9,000	18,000
Center spread		130,000		55,000				

Magazines (Combined Rates)

Taranga + Roopatarra		Taranga + Roopatarra + Tushara			Taranga + Roopatarra + Tushara + Tunturu	
B/W	Color		B/W	Color	B/W	Color
	100,000	Back cover		102,500		115,000
	80,000	Inside cover		82,000		90,000
40,000	75,000	Full page	41,000	76,000	43,000	80,000
40,000	75,000	Full page (Glazed)	41,000	76,000	43,000	80,000
20,000	40,000	Half page	20,500	41,000		
60,000	130,000	Double spread	62,000	134,000	68,000	142,000
	150,000	Center spread		155,000		160,000

Dimensions

	Taranga	Roopatarra	Tushara	Tunturu
Overall print area (Book Size)	27 x 18 cm	27 x 18 cm	18 x 13.5 cm	18 x 13 cm
Full page ad size	24.5 x 16 cm	24.5 x 16 cm	16.5 x 11.5 cm	16.5 x 11 cm
Full page bleed (5mm bleed on all four sides)	28 x 19 cm	28 x 19 cm		
Half page vertical ad size	24.5 x 8 cm	24.5 x 8 cm		16.5 x 6 cm
Half page horizontal ad size	16.5 x 12 cm	16.5 x 12 cm	8.25 x 11.5 cm	8.25 x 11 cm
Double spread	35 x 24.5 cm	35 x 24.5 cm		16.5 x 24 cm
Double spread bleed	37 x 28 cm	37 x 28 cm		18 x 26 cm
Single column	24.5 x 5 cm	24.5 x 5 cm		
Length of column	24 cm	23 cm		
Width of column	5 cm	5.2 cm		
No. of columns	3	3		

MATERIAL REQUIRED: Positives for both Black & White and color ads with progressive proofs for color ads.
All materials should reach Manipal, three weeks prior to the date of publication.