

ANNEXURE VI

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

Sl. No.	Circulation			Proposed Rate			For Unbound					
				Total Rate incldg. Wtge. for small & medium newspapers & pulling power	Comm. for Display Adv.	Dailies Total Rate	Dailies Rate per Sq.cm.	Weeklies/fortnightlies		Monthlies		Rate per Sq.cm.
								With Addl. weightage	Rate per Sq.cm.	With Addl. weightage	Rate per Sq.cm.	
Rs. Per column cm.				(Rs.)	(Rs./Col.cm.)	(Rs.)	(Rs./Col.cm.)	(Rs.)	(Rs.)			
1	2			3	4	5	6	7	8	9	10	
1	Up	to	5000	18.28	3.23	21.51	4.30	24.51	4.90	27.51	5.50	
2	5001	to	15000	26.29	4.64	30.93	6.19	33.93	6.79	36.93	7.39	
3	15001	to	25000	34.39	6.07	40.46	8.09	43.46	8.69	46.46	9.29	
4	25001	to	35000	42.80	7.55	50.35	10.07	53.35	10.67	56.35	11.27	
5	35001	to	45000	51.34	9.06	60.40	12.08	63.40	12.68	66.40	13.28	
6	45001	to	55000	60.55	10.68	71.23	14.25	74.23	14.85	77.23	15.45	
7	55001	to	65000	64.86	11.45	76.31	15.26	79.31	15.86	82.31	16.46	
8	65001	to	75000	72.87	12.86	85.73	17.15	88.73	17.75	91.73	18.35	
9	75001	to	85000	82.59	14.57	97.16	19.43	100.16	20.03	103.16	20.63	
10	85001	to	100000	97.16	17.15	114.31	22.86	117.31	23.46	120.31	24.06	