

**COMPARATIVE RATE STRUCTURE**  
**(FOR DIFFERENT PUBLICATIONS )**

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

SL.No.	Particulars	Newspaper /Unbound Publications		Bound Publications	
		Standard Newsprint	Glazed Paper	Standard Newsprint	Glazed Paper
1	2	3	4	5	6
<b>A</b>	<b>Parameters</b>				
1	GSM of Newsprint	45-48	52	45-48	52
2	Landed cost of Newsprint (Rs./Mt)	26500	32500	26500	32500
<b>B</b>	<b>Rate for B/W Printing</b>				
1	Rate excluding commission	97.16	111.67	123.65	138.16
2	Commission	17.15	19.71	21.82	24.38
3	Fair Rate recommended	114.31	131.38	145.47	0.00
4	Fair Rate recommended per sq.cm.	<b>22.86</b>	<b>26.28</b>	<b>29.09</b>	<b>0.00</b>
<b>C</b>	<b>Rate for Colour Printing</b>				
1	Rate for B/W printing	114.31	131.38	145.47	162.54
2	Add 40% for colour printing	45.72	52.55	58.19	65.02
3	Fair Rate recommended	160.03	183.93	203.66	227.56
4	Fair Rate recommended per sq.cm.	<b>32.01</b>	<b>36.79</b>	<b>40.73</b>	<b>45.51</b>