

Punjab Kesari Group

ADVERTISING RATES

Revision of Advertisement Rates w.e.f. 1st January, 2018

D I S P L A Y

INDIVIDUAL RATES	B&W	Colour
	Per sq. cm. (Rs.)	Per sq. cm. (Rs.)
Publication		
Punjab Kesari (Hindi) (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu)	1600	2200
Jag Bani (Punjabi) (Jalandhar+Ludhiana+Chandigarh)	600	900
Navodaya Times (Hindi) (New Delhi)	250	350
Hind Samachar (Urdu) (Jalandhar+Chandigarh+Jammu)	150	200
COMBINED RATES (all editions)		
Punjab Kesari +Jag Bani +Navodaya Times + Hind Samachar	2000	2750
Punjab Kesari +Jag Bani +Navodaya Times	1900	2650
Punjab Kesari +Jag Bani	1800	2500

PREMIA

- 125% Extra for : Front Page (Solus) COLOUR, (MINIMUM SIZE 400sqcm), Island Position.
- 100% Extra for : Front Page (Semi-Solus) COLOUR.
- 75% Extra for : Page 3, Back Page, Innovative Ads.
- 25% Extra for : Specified Page or Position.
- 50% Surcharge on Glazed News Print (Colour Ad. Only).
- Box Service Charges for each advertisement/combination : Rs. 50/-

Classified Display (Only in Colour in Single Column)

- Punjab Kesari (Jalandhar+Ludhiana+Chandigarh+Palampur+Panipat+Hisar+Jammu)
Rs. 1000/- Per sq. cm.
- Punjab Kesari (Jalandhar+Ludhiana)
Rs. 600/- Per sq. cm.
- Punjab Kesari (Jalandhar+Ludhiana+Chandigarh)
Rs. 700/- Per sq. cm.
- Punjab Kesari (Chandigarh+Hisar+Panipat)
Rs. 450/- Per sq. cm.
- Jag Bani (Jalandhar+Ludhiana+Chandigarh)
Rs. 500/- Per sq. cm.
- Punjab Kesari (Jammu)
Rs. 100/- Per sq. cm.
- Punjab Kesari (Himachal)
Rs. 120/- Per sq. cm.
- Navodaya Times (Delhi NCR) (5x8)
Rs. 3000/- Per. Insertion

Discounted Rates for Obituary Ads	B&W Per sq. cm.(Rs.)	Colour Per sq. cm.(Rs.)
■ Punjab Kesari (Jalandhar + Ludhiana + Chandigarh + Palampur + Panipat + Hisar + Jammu)	750	1100
■ Navodaya Times (Delhi NCR)	100	125
■ Punjab Kesari (Jalandhar + Ludhiana)	500	700
■ Punjab Kesari (Jalandhar + Ludhiana+Chandigarh)	550	750
■ Punjab Kesari (Chandigarh + Panipat + Hisar)	175	250
■ Punjab Kesari (Palampur)	100	140
■ Punjab Kesari (Jammu)	60	75
■ Jag Bani (Jalandhar + Ludhiana + Chandigarh)	225	250
■ Jag Bani Front Page (Jalandhar + Ludhiana + Chandigarh)	400	550
■ Hind Samachar (Jalandhar + Chandigarh + Jammu)	65	80
■ Hind Samachar (Jalandhar + Chandigarh)	50	65
■ Hind Samachar (Jammu)	40	50

Punjab Kesari Group

Revision of Advertisement Rates w.e.f. 1st January 2018

D I S P L A Y

STATE WISE RATES	B&W	Colour
	Per Sq. Cm. Rs.	Per Sq. Cm. Rs.
INDIVIDUAL RATES		
Punjab	1100	1600
Haryana	770	990
Chandigarh	330	390
Himachal	350	580
Jammu & Kashmir	220	280
Uttarakhand	80	90
Rajasthan	80	90
COMBINED STATE RATES		
PK-Punjab+Chandigarh	1200	1700
PK+JB-PUNJAB+Chandigarh	1400	2000
PK-Punjab+Haryana+Chandigarh	1380	1900
PK-Haryana+Chandigarh	870	1090
PK+JB-PUNJAB+Haryana+Chandigarh	1580	2200
PK-Punjab+Himachal+Chandigarh	1300	1800
PK-Himachal+Chandigarh	450	680
PK-Haryana+Himachal	1050	1250
PK-Punjab+Himachal+J&K	1300	1800
PK-Punjab+J&K	1200	1700

ਪੰਜਾਬ ਕੇਸਰੀ

DISTRICT EDITION RATES ARE APPLICABLE / AVAILABLE ONLY FOR :

- (A) RETAIL ADVERTISER (B) SALES ADS
(C) LOCAL BUSINESSES (D) OBITUARIES
(E) LOCAL EVENTS/ FELICITATION

w.e.f. July 1, 2018

PUNJAB DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

District Editions	Page (I)	Page (III & IV)	Page (II)
Jalandhar kesari	300	240	200
Ludhiana kesari	400	275	230
Amritsar kesari	300	240	200
Patiala kesari	215	165	130
Hoshiarpur kesari	215	165	130
Gurdaspur kesari	130	100	80
Ropar-Nawanshahar kesari	215	165	130
Kapurthala kesari	175	140	115
Bhatinda- Mansa kesari	175	140	115
Sangrur- Barnala kesari	175	140	115
Moga kesari	175	140	115
Ferozepur-Fazilka kesari	175	140	115
Faridkot-Muktsar kesari	175	140	115
Chandigarh Kesari	130	90	90
Khanna Kesari	155	125	110
Pathankot kesari	130	100	80

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card Rate.

Zone Rates:-	2nd edition not applicable in these Zone rates	
Zone	FRONT PAGE	INSIDE PAGE
Doaba Zone	550	420
(Jalandhar ,Kapurthala , Hoshiarpur,Ropar-Nawanshahar Kesari)		
Majha Zone	400	300
(Amritsar ,Tarn Taran ,Gurdaspur ,Pathankot Kesari)		
Malwa Zone 1	550	420
(Bhatinda- Mansa , Sangrur- Barnala, Moga , Ferozepur-Fazilka ,Faridkot-Muktsar kesari)		
Malwa Zone 2	540	385
(Ludhiana,Patiala,Khanna kesari)		
Chandigarh Golden Zone	400	300
(Chandigarh,Patiala,Ropar,Ambala, Shimla, Solan Sirmaur Kesari)		

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BUSINESSES (D) OBITUARIES (E) LOCAL EVENTS/
FELICITATION

w.e.f. July 1, 2018e

HARYANA DISPLAY

Size - Per sq. cm & Rate - INR

District Editions	FRONT PAGE	INSIDE PAGE
Mahendergarh-Rewari	100	90
Ambala	180	105
Panipat	170	105
Karnal	170	105
Rohtak	125	95
Sonipat	130	90
Hissar	130	90
Sirsa	170	105
Yamunanagar	170	105
Jind	125	95
Gurgaon	125	95
Faridabad	125	95
Fatehabad	125	95
Bhiwani	100	90
Kurukshetra	170	105
Kaithal	130	105
Chandigarh	130	90

ENTIRE HARYANA 1320 870

Ambala Zone (Ambala, Yamunanagar, Kurukshetra, Kaithal)		
Zone rate	500	385
Hisar Zone (Hisar, Sirsa, Fatehabad, Jind, Bhiwani, Rewari, Mahendergarh)		
Zone rate	400	310
Panipat Zone (Panipat, Karnal, Sonipat, Rohtak, Gurgaon, Faridabad)		
Zone rate	400	320
Ambala Zone+Hisar Zone	715	520
Ambala Zone+Panipat Zone	715	520
Panipat Zone+Hisar Zone	660	470
Special schemes:2+1(Consumption Period One Month), 3+2 & 5+4 (Consumption Period Two Month) For District Edition		
NOTE:- 100% EXTRAPREMIUM FOR ISLAND POSITION		

ਭਗ ਥਾਈ

DISTRICT EDITION RATES ARE APPLICABLE / AVAILABLE ONLY FOR :

- (A) RETAIL ADVERTISER (B) SALES ADS
(C) LOCAL BUSINESSES (D) OBITUARIES
(E) LOCAL EVENTS/ FELICITATION

w.e.f. July 1, 2018

PUNJAB DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

District Editions	Page (I)	Page (III & IV)	Page (II)
Jalandhar Bani	200	165	150
Ludhiana Bani	215	175	150
Amritsar Bani	200	165	150
Patiala Bani	200	165	130
Hoshiarpur Bani	165	130	120
Gurdaspur Bani	165	130	120
Ropar-Nawanshahar Bani	150	120	105
Kapurthala Bani	150	120	105
Bhatinda- Mansa Bani	130	110	105
Sangrur- Barnala Bani	130	110	105
Moga Bani	130	110	105
Ferozepur-Fazilka Bani	130	110	105
Faridkot-Muktsar Bani	130	110	105
Chandigarh Bani	150	130	120
Khanna Bani	115	105	100

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card Rate.

Zone Rates:-	2nd edition not applicable in these Zone rates	
Zone	FRONT PAGE	INSIDE PAGE
Doaba Zone	400	320
(Jalandhar ,Kapurthala , Hoshiarpur,Ropar-Nawanshahar Bani)		
Majha Zone	260	200
(Amritsar ,Tarn Taran ,Gurdaspur ,Pathankot Bani)		
Malwa Zone 1	410	330
(Bhatinda- Mansa ,Sangrur- Barnala , Moga, Ferozepur-Fazilka, Faridkot-Muktsar Bani)		
Malwa Zone 2	400	300
(Ludhiana,Patiala,Khanna Bani)		

ਪੰਜਾਬ ਕੇਸਰੀ ਭਗ ਥਾਈ

DISTRICT EDITION RATES ARE APPLICABLE / AVAILABLE ONLY FOR :

- (A) RETAIL ADVERTISER (B) SALES ADS
(C) LOCAL BUSINESSES (D) OBITUARIES
(E) LOCAL EVENTS/ FELICITATION

w.e.f. July 1, 2018

LOCAL COMBO DISPLAY

Colour or B&W, Size - Per sq. cm & Rate - INR

EDITION	Page (I)	Page (III & IV)	Page (II)
Jalandhar kesari +Bani	400	335	280
Ludhiana kesari +Bani	500	370	315
Amritsar kesari +Bani	400	335	280
Patiala kesari +Bani	320	260	220
Hoshiarpur kesari +Bani	300	235	200
Gurdaspur kesari +Bani	240	190	150
Ropar-Nawanshahar kesari +Bani	300	250	210
Kapurthala kesari +Bani	280	220	190
Bhatinda- Mansa kesari +Bani	240	200	170
Sangrur- Barnala kesari +Bani	240	200	170
Moga kesari +Bani	240	200	170
Ferozepur-Fazilka kesari +Bani	240	200	170
Faridkot-Muktsar kesari +Bani	240	200	170
Chandigarh Kesari +Bani	240	200	170
Khanna Kesari+Bani	210	180	170
Gurdaspur Kesari+Pathankot Kesari + Gurdaspur bani	330	265	215

Special Schemes: 2+1 (consumption period one month), 3+2 (consumption period Two months) & 5+4 (consumption period Three months) For District Edition Only*

Multiple Rate: 2nd Edition of lower rate to be added at 75% of card Rate.

Zone Rates:-	2nd edition not applicable in these Zone rates	
Zone	FRONT PAGE	INSIDE PAGE
Doaba Zone	800	660
(Jalandhar ,Kapurthala , Hoshiarpur,Ropar-Nawansharhar Kesari+Bani)		
Majha Zone	610	500
(Amritsar ,Tarn Taran ,Gurdaspur ,Pathankot Kesari+Bani)		
Malwa Zone 1	660	520
(Bhatinda- Mansa ,Sangrur- Barnala, Moga ,Ferozepur-Fazilka ,Faridkot-Muktsar kesari+Bani)		
Malwa Zone 2	725	550
(Ludhiana,Patiala,Khanna kesari+Bani)		

ਪੰਜਾਬ ਕੇਸਰੀ

DISTRICT EDITION RATES ARE \ APPLICABLE/
AVAILABLE ONLY FOR :

- (A) RETAIL ADVERTISER (B) SALES ADS (C) LOCAL
BUSINESSES (D) OBITUARIES (E) LOCAL EVENTS/
FELICITATION

w.e.f. July 1, 2018

HIMACHAL DISPLAY

Size - Per sq. cm & Rate - INR

District Editions	FRONT PAGE	INSIDE PAGE
Kangra	100	70
Una	100	70
Chamba	70	50
Mandi	65	40
Kullu	45	30
Bilaspur	70	50
Hamirpur	80	70
Solan-Sirmaur	85	60
Shimla	70	45
Entire Himachal Local	530	370
Combination	FRONT PAGE	INSIDE PAGE
Kangra + Chamba	125	90
Kangra+Chamba+Mandi-Kullu	200	140
Mandi + Kullu + Bilaspur	120	90
Una + Hamirpur	130	100
Una + Hamirpur +Kangra	200	145
Una + Hamirpur + Mandi + kullu	200	145
Solan-Sirmour +Shimla	120	80
Mandi + Kullu	90	65
Obituary RATES ₹ 600 for 5cmx8cm in single edition		
Special Schemes: 2+1 (consumption period one month), 3+2 & 5+4 (consumption period Three month) For District Edition Only*		
Multiple Rate: 2nd Edition to be added at 75% of card Rate. (consumption period Two month)		

ਪੰਜਾਬ ਕੇਸਰੀ

Special Promotional rates for local classifide display

For below Mentioned size only

page III in Kesari under packages of 2+1, 3+2, 5+4

(consumption period 1 month)

w.e.f. July 1, 2018

HIMACHAL Local classified Display

District Editions	Size - 5x8 cm page-III
Kangra kesari	1100
Una kesari	1100
Hamirpur kesari	1100
Mandi Kesari	700
Kullu kesari	700
Solan-Sirmaur kesari	1100
Chamba kesari	900
Bilaspur Kesari	900
Shimla Kesari	800

Punjab Kesari Group

Revision of Classified Advertisement Rates w.e.f. 15 June 2017

INDIVIDUAL RATES	B&W Per Word Rs.	B&W Border Per Word Rs.	Color Border Per Word Rs.
Punjab Kesari (Jalandhar+Ludhiana+Chandigarh+ Palampur+Panipat+ Hisar+Jammu)	35.00	52.00	62.00
Navodaya Times (New Delhi)	5.00	7.00	9.00
Jag Bani (Jalandhar+Ludhiana+Chandigarh)	35.00	52.00	62.00
Hind Samachar (Jalandhar+Chandigarh+ Jammu)	5.00	6.00	7.00
COMBINED RATES (All Editions)			
Punjab Kesari+Jag Bani +Hind Samachar +Navodaya Times	70.00	105.00	122.00
Punjab Kesari+ Jag Bani	60.00	90.00	105.00
Punjab Kesari+Jag Bani+Navodaya Times	65.00	97.00	114.00
Punjab Kesari+Hind Samachar	37.00	55.00	65.00

- Note**
1. Insertion of Symbol of Rupee [₹] in the Classified Advertisement to be published under Captioned Loan and Swastik [卐] or Om [ॐ] or as desired by the Advertisers in Jyotish Column is must Rs.100/-Per paper.
 2. Classified Advertisements to be published under Mobile Tower will be charged @ Rs. 3300/- & Beauty, Friendship & modelling will be charged @ Rs.3100/- for Punjab Kesari-Jag Bani-Hind Samachar.
 3. Classified advertisements to be published under column marriage bureau will be charged @ Rs. 2500/-
 4. Box Service Charges for each advertisement/combination : Rs. 50/-

₹卐ॐ✓♥♻️✳️
Punjab Kesari, Civil Lines, Jalandhar 144 001 Fax No. Classified Ads.: 0181-5012101, 5030036. Classified Enquiry : 0181-5067240, 5067245, 5067271. Fax No.: Display Ads.:0181-5030036. Display Enquiry : 0181-5067249, 5067206. ro@thepunjabkesari.com

PUNJAB KESARI GROUP

Market Watch Rate for Punjab

Special Flat Rates for Local Market Watch For Below Mentioned size only

page III in Kesari and Bani under packages of 2+1, 3+2, 5+4 (consumption period 1 month)

w.e.f. Nov 1, 2016

DISTRICT EDITIONS	KESARI		BANI		COMBINED	
	Size 5x3	Size 10x3	Size 5x3	Size 10x3	Size 5x3	Size 10x3
	Sqcm	Sqcm	Sqcm	Sqcm	Sqcm	Sqcm
Jalandhar kesari	880	1760	Jalandhar Bani	650	1300	1265