



**THE  
EXPRESS  
GROUP**

**RATE CARD**

Effective May 15<sup>th</sup> 2014

# Solo

Package	Publication	Edition	Effective from 15th May'14			
			B/W	Color	FPS	Tender
Solo	The Indian Express	Mumbai	1,460	1,690	2,300	2,030
		Pune	750	890	1,120	910
		Nagpur	110	130	180	140
		Ahmedabad	220	280	360	290
		Vadodara	210	280	350	290
		Delhi	890	990	1,280	1,160
		Chandigarh	390	530	680	480
		Kolkata	240	300	550	380
		Lucknow	240	290	580	440
Solo	National Standard	Bangalore	190	240	300	215
Solo	The Financial Express	Mumbai	390	520		630
		Pune	140	150		200
		Ahmedabad (Guj OR Eng)	160	210		310
		Delhi	290	420		530
		Lucknow	80	90		140
		Chandigarh	120	140		220
		Kolkata	160	200		230
		Chennai	180	200		230
		Kochi	80	90		140
		Bangalore	180	200		230
		Hyderabad	180	190		230
Solo	Loksatta	Mumbai	2,200	2,320	3,300	2,380
		Delhi	100	100		110
		Aurangabad	140	160	210	170
		Pune	300	330	500	330
		Nagpur	110	140	200	120
		Ahmednagar	100	120	210	120
Solo	Jansatta	Delhi	350	390	530	450
		Chandigarh	190	200	300	230
		Kolkata	190	210	300	230
		Lucknow	180	200	290	230

All the rates are in Rs/sq.cm.

25% premium on color rate will be charge for page 3 and back page as committed page except Loksatta -Aurangabad

20% premium on color rate will be charge for page 3 and back page for Loksatta - Aurangabad

50% premium on base rate will be charge for political ads

25% premium on tender rate will be charge for color tender ads.

# Brand Turf

Publication	Editions	Effective from 15th May'14			
		B/W	Colour	FPS	Tender
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata	3,220	3,550	4,990	3,940
The Financial Express (All Editions)	Mumbai / Pune / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Ahmedabad (Gujarati & English) / Lucknow	1,290	1,760	2,720	1,610
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	480	600		600
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Ahmednagar/Aurangabad/Delhi	2,450	2,660	3,870	2,850
Jansatta (All Editions)	Delhi/Chandigarh/Lucknow/Kolkata	870	910	1,060	1,140

# Focus city

Publication	Editions	Effective from 15th May'14			
		B/W	Colour	FPS	Tender
Mumbai	The Indian Express + The Financial Express + Loksatta	2,590	3,170		2,870
Mumbai	The Indian Express + Loksatta	2,490	3,080	4,210	2,850
Pune	The Indian Express + The Financial Express + Loksatta	1,020	1,150		1,260
Pune	The Indian Express + Loksatta	920	1,100	1,380	1,110
Nagpur	The Indian Express + Loksatta	120	140	210	150
Gujrat (Ahmedabad + Vadodara)	The Indian Express + The Financial Express(guj/Eng)	470	630		580
Delhi	The Indian Express + The Financial Express + Jansatta	1,170	1,320		1,490
Chandigarh	The Indian Express + The Financial Express+Jansatta	480	560		540
Kolkata	The Indian Express + The Financial Express + Jansatta	400	500		470
Kolkata	The Indian Express + The Financial Express	340	420		420
Bangalore	The Financial Express + National Standard	220	240		250
Lucknow	The Indian Express + Jansatta	380	450	600	500

# Grand Master

Publication	Editions	Effective from 15th May'14			
		B/W	Colour	FPS	Tender
Force	The Indian Express + The Financial Express + Loksatta + Jansatta (All Editions)	4,980	5,870	8,020	5,570
Swift	The Indian Express + Loksatta (All Editions)	4,240	4,870	6,800	5,100
Stretch	The Indian Express + The Financial Express (All Editions)	3,490	4,270	6,080	4,390
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	3,440	3,980	5,830	3,780

# Special Packages

Publication	Editions	Effective from 15th May'14			
		B/W	Colour	FPS	Tender
The Indian Express (West)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara	2,390	2,620	3,750	
The Indian Express (North)	Delhi / Chandigarh / Lucknow	1,330	1,580	2,230	
IE Delhi Plus	Delhi/Lucknow	1,030	1,220	1,640	1,370
IE (Delhi+Chandigarh)	Delhi / Chandigarh	1,110	1,300	1,740	1,500

# Newsline

Publication	Edition/City	frequency	Effective from 15th May'14			
			B/W	Colour	FPS	Back Page
Indian Express	Mumbai	All Days	450	480	590	550
Indian Express	Pune	All Days	380	420	500	470
Indian Express	Delhi	All Days	320	360	450	420
Indian Express	Chandigarh	All Days	150	170	230	210

# Vruttant

Publication	Edition/City	frequency	Effective from 15th May'14			
			B/W	Colour	FPS	Back Page
Loksatta	Mumbai (Incl. Thane & Navi Mumbai)	Tuesday-Saturday	910	940	1340	1090
Loksatta	Thane	Tuesday-Saturday	140	170	250	200
Loksatta	Navi Mumbai	Tuesday-Saturday	70	90	120	100
Loksatta	Thane+Navi Mumbai	Tuesday-Saturday	180	230	320	265
Loksatta	Pune	Tuesday-Saturday	160	180	220	
Loksatta	Nasik	Tuesday-Saturday	80	90	100	
Loksatta	Nagpur	Tuesday-Saturday	60	70	80	
Loksatta	ALL	Tuesday-Saturday	1270	1370	1770	

# Retail

Publication	Edition/City	Supplement Name	Effective from 15th May'14			
			B/W	Colour	FPS	Back Page
Indian Express & Loksatta	Mumbai	Newsline+Vruttant	990	1050	1380	1210
Indian Express & Loksatta	Pune	Newsline+Vruttant	450	500	600	550

All the rates are in Rs/sq.cm.

\*Delhi & Mumbai: On Fri, Sat & Sun Newsline will merge with mainline

# Other Supplements

Publication	Edition/City	frequency	Supplement Name	Effective from 15th May'14			
				B/W	Colour	FPS	Back Page
Financial Express	Mumbai,Ahd(Eng),Del,Chandigarh,Kol,Chennai,Kochi ,Bangalore,Hyderabad,Pune & Lucknow	Tuesday	Brand Wagon		550	690	
Indian Express	Delhi & Mumbai	Friday	Play		700	950	
Loksatta	Mumbai,Pune,Nagpur,Aurangabad, Ahmednagar,Delhi	Saturday	Chaturang	1,120	1,160	1,450	
Loksatta	Mumbai,Pune,Nagpur,Aurangabad, Ahmednagar,Delhi	Friday	Viva	1,120	1,160	1,450	
Loksatta	Mumbai,Pune,Nagpur,Aurangabad, Ahmednagar,Delhi	Mumbai - Monday	Career Vruttant	1,120	1,160		
Loksatta	Mumbai	Mumbai - Saturday	Vasturang	920	960	1,190	
Loksatta	Mumbai,Pune,Nagpur,Aurangabad, Ahmednagar,Delhi	Sunday	Lokrang	1,120	1,160	1,450	
Jansatta	Delhi,Lucknow, Chandigarh & Kolkotta	Sunday	Ravivari	170	210	260	

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# Career

Publication	Edition/City	frequency	Supplement Name	Effective from 15th May'14			
				B/W	Colour	FPS	Back Page
Indian Express	Express Careers - Mumbai			950	1130		
Indian Express	*Express Careers - Pune(Indian Express + Loksatta+ Financial Express)			420	430		
Indian Express	Express Careers -Nagpur			90	100		
Indian Express	Express Careers - IE Gujrat			170	180		
Indian Express	Express Careers - Chandigarh			150	170		
Indian Express	Express Careers - Mumbai + Pune			1180	1380		
Indian Express	Express Careers - Mumbai+Gujrat			1000	1200		
Indian Express	Express Careers - Gujrat(Indian Express + Financial Express)			220	230		
Indian Express	Express Careers - North (Indian Express Delhi +Chandigarh)			500	550		
Indian Express	*Express Career - West (Maharashtra & Gujarat)			1320	1400		
Indian Express	The Indian Express (All) + Financial Express (All)			1400	1590		
Indian Express	*The Indian Express (All) + Loksatta (All)			1640	1740		
Indian Express	The Indian Express (All) + Loksatta(All)+ Financial Express + Jansatta(All)			1790	2010		

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# Magazine

Publication	Numbers are in Rs.				Effective from 15th May'14			
	Full Page	Half Page	Cover 2/3	Cover 4	Centre Spread	Double Spread	Reverse Gatefold	Per Sq. Cm rate
Lokprabha (Colour)	121,000	84,700	157,300	175,450	248,050	235,950	296,450	400
Lokprabha (Col - Glaze)	133,100	90,750			278,300	254,100		
Lokprabha (B/W)	78,650	42,350						350

SCREEN	Numbers are in Rs.					
	Full Page	Front Page Jacket with page 2	Center Spread	4-page glazed Supplement	Per sq. cms Rate	Front Page
B&W Rate	71,500		143,000		110	
Colour Rate	104,500		187,000		165	
Glazed Rate	137,500	275,000	269,500	506,000		325
New Dimensions for screen: 30.6h x 22.6	(Rates per Sq cms)					
Industrial Spectrum	B/W rates					
IE+Fe all	1,590					

EYE	
Bleed	
Options	Colour Rates in Rs.
Front Inside Cover	700,000
Back Cover	800,000
Back Inside Cover	700,000
Center Spread	1,000,000
Full Page	550,000
Half Page	300,000
Single Strip	100,000



# Express Computers

Ad Type	Numbers are in Rs.	Size – Non Bleed (W x H cm)	Size Bleed ( W x H cm)
<b>Display</b>			
Full Page	145,000	19(WD) x 25(HT)	22(WD) x 29(HT)
Horizontal Half Page	94,000	19(WD)x 11.5(HT)	
Vertical Half Page	94,000	9(WD) x 24(HT)	
Full Page Double Spread*	245,000	41(WD) x 25(HT)	44(WD) x 29(HT)
Full Page Centre Spread*	260,000		
Strip Advertisement	55,000	19(WD) x 5(HT)	
<b>Premium Positions</b>			
Page 3 Horizontal Solus	165,000	19(WD) x 25(HT)	22(WD) x 29(HT)
Inside Front Cover	190,000	19(WD) x 25(HT)	22(WD) x 29(HT)
Inside Back Cover	190,000	19(WD) x 25(HT)	22(WD) x 29(HT)
Back Page	220,000	19(WD) x 25(HT)	22(WD) x 29(HT)
<b>Innovations</b>			
Front False Cover	385,000	19(WD) x 20(HT)	
Front & Back False Cover	485,000		
Front Gate Fold	33,000	41(WD) x 25(HT)	43(WD) x 29(HT)
Reverse Gatefold	275,000		
Front & Back Tab	290,000		
Front Tab	190,000	19(WD) x 25(HT)	
<b>Business Avenues</b>			
Full Page	27,500	17(WD) x 23(HT)	
Half Page	16,500	17(WD) x 11(HT)	
Quarter Page	11,000	8(WD)x 11(HT)	

\* Avoid visuals and text in staple area of double spread and centre spread creative.

# Text area should not increase more than non-bleed sizes.

# Express Pharma

Ad Type	Numbers are in Rs	Size (W x H cm)
<b>Display</b>		
Full Page	125,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Half Page	70,000	22.5 x 15.0
Mini A4	85,000	18.0 x 23.0
Full Page Double Spread*	220,000	49.0 x 31.0 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	145,000	38.0 x 23.0
Full Page Centre Spread*	230,000	49.0 x 31 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	155,000	38.0 x 23.0
Horizontal Strip	40,000	22.5 x 7.5
Vertical Strip	32,000	4.0 x 30.0
<b>Premium Positions</b>		
Page 3 Horizontal Solus	47,000	22.5 x 7.5
Inside Front Cover	160,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Inside Back Cover	150,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Back Page	185,000	26.5 x 34.0 (Bleed)#
<b>Innovations</b>		
Front False Cover	225,000	
Front & Back False Cover	340,000	
Front Gate Fold	320,000	
Reverse Gatefold	300,000	
Front & Back Tab	300,000	
Front Tab	160,000	
<b>Business Avenues</b>		
Full Page	32,000	22.5 x 28.5
Half Page	19,000	22.5 x 14.5
Quarter Page	10,000	11.0 x 14.5
<b>Options (Appointment Ads)</b>		
Half Vertical Strip	21,000	7.0 x 14.5
Vertical Strip	42,000	7.0 x 29.0
Trimmed Half Page	42,000	14.5 x 14.5
Trimmed Full Page	53,000	14.5 x 29.0
Half Page	63,000	22.5 x 14.5
Full Page	85,000	22.5 x 29.0

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# Express Healthcare

Ad Type	Numbers are in Rs.	Size (W x H cm)
<b>Display</b>		
Full Page	100,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Half Page	52,000	22.5 x 15.0
Mini A4	58,000	18.0 x 23.0
Full Page Double Spread*	175,000	49.0 x 31.0 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	105,000	38.0 x 23.0
Full Page Centre Spread*	180,000	49.0 x 31 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	115,000	38.0 x 23.0
Horizontal Strip	35,000	22.5 x 7.5
Vertical Strip	30,000	4.0 x 30.0
<b>Premium Positions</b>		
Page 3 Horizontal Solus	40,000	22.5 x 7.5
Inside Front Cover	125,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Inside Back Cover	115,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Back Page	145,000	26.5 x 34.0 (Bleed)#
<b>Innovations</b>		
Front False Cover	200,000	
Front & Back False Cover	300,000	
Front Gate Fold	280,000	
Reverse Gatefold	260,000	
Front & Back Tab	250,000	
Front Tab	150,000	
<b>Business Avenues</b>		
Full Page	30,000	22.5 x 28.5
Half Page	16,000	22.5 x 14.5
Quarter Page	9,000	11x14.5
<b>Options (Appointment Ads)</b>		
Full Page	35,000	22.5x 29
Half Page	21,000	22.5x14.5
Quarter Page	14,000	11x14.5
Box Advertisement	8,000	7x11

\* Avoid visuals and text in staple area of double spread and centre spread creative.

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# Express Travel World

Ad Type	Numbers are in Rs.	Size (W x H cm)
<b>Display</b>		
Full Page	90,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Half Page	48,000	22.5 x 15.0
Mini A4	55,000	18.0 x 23.0
Full Page Double Spread*	170,000	49.0 x 31.0 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	90,000	38.0 x 23.0
Full Page Centre Spread*	185,000	49.0 x 31 (Non Bleed)
		53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	95,000	38.0 x 23.0
Horizontal Strip	27,000	22.5 x 7.5
Vertical Strip	22,000	4.0 x 30.0
<b>Premium Positions</b>		
Page 3 Horizontal Solus	33,000	22.5 x 7.5
Inside Front Cover	120,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Inside Back Cover	120,000	22.5 x 31.0 (Non Bleed)
		26.5 x 34.0 (Bleed)#
Back Page	160,000	26.5 x 34.0 (Bleed)#
<b>Innovations</b>		
Front False Cover	190,000	
Front & Back False Cover	290,000	
Front Gate Fold	215,000	
Reverse Gatefold	195,000	
Front & Back Tab	250,000	
Front Tab	150,000	
<b>Business Avenues</b>		
Full Page	27,000	22.5 x 28.5
Half Page	15,000	22.5 x 14.5
Quarter Page	8,000	11x14.5
<b>Options (Appointment Ads)</b>		
Full Page	32,000	22.5x 29
Half Page	19,000	22.5x14.5
Quarter Page	13,000	11x14.5
Box Advertisement	7,500	7x11

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## BANNER SPECIFICATIONS

### **indianexpress.com**

AD Type	Dimensions
Top Banners	728 x 90 pixels
	728 x 180 pixels (expando)
Right panel	300 x 250 pixels
	600 x 250 pixels (expando)
	300 x 100 pixels
Pop-Under	300 x 300 pixels
Video Ads	300 x 250 pixels
Text Links	One line (4-5 words)

### **financialexpress.com**

AD Type	Dimensions
Top Banners	728 x 90 pixels
	728 x 180 pixels (expando)
Right Panel	300 x 250 pixels
	600 x 250 pixels (expando)
Pop-Under	300 x 300 pixels
Video Ads	300 x 250 pixels

### **loksatta.com**

AD Type	Dimensions
Top Banners	468 x 60 pixels
Right Panel	300 x 250 pixels
Pop-Under	300 x 300 pixels
Text Links	One line (4-5 words)