

SAKSHI
TELUGU DAILY



**ADVERTISEMENT
TARIFF**

WITH EFFECT FROM 01-07-2019

All EDITIONS

MAIN EDITION

Rates in Rs.

EDITIONS	BASIC B&W P.Sc	COLOUR / PSC				APPT. (COLOUR) P.Sc	CLASSIFIEDS PER LINE (MIN 3 LINES)
		LHP	RHP	BP	FR.PG		
ALL EDITIONS	4150	5188	6225	8300	9338	3113	2900
TELANGANA (INCL. HYD)	2030	2538	3045	4060	4568	1523	1560
ANDHRA PRADESH	2995	3744	4493	5990	6739	2246	1915
METRO EDITIONS	350	438	525	700	788	263	105

MATRIMONIALS	MIN. 4 LINES	EACH ADDL. LINE
COMBINED	1430	385
TELANGANA (INCL. HYD)	880	240
ANDHRA PRADESH (INCL.HYD)	990	275

CLASSIFIED - ALL TABLOIDS	UPTO 4 LINES	EACH ADDL. LINE
COMBINED	4885	1240
TELANGANA (INCL. HYD)	2000	525
ANDHRA PRADESH (INCL. HYD)	3640	935

HYDERABAD

MAIN EDITION

Rates in Rs.

EDITIONS	BASIC B&W P.Sc	COLOUR / PSC				APPT. (COLOUR) P.Sc	CLASSIFIEDS PER LINE (MIN 3 LINES)
		LHP	RHP	BP	FR.PG		
GREATER HYDERABAD (GHMC LIMITS)	1200	1500	1800	2400	2700	900	970

HYDERABAD DISTRICT EDITION

Rates in Rs.

DISTRICT	BASIC B&W P.Sc	COLOUR / PSC				CLASSIFIED UPTO 4 LINES (MIN)	EACH ADDL. LINE
		LHP	RHP	BP	FR.PG		
HYDERABAD CITY + MEDCHAL	1000	1250	1500	1750	2000	665	170

TELANGANA
MAIN EDITION

Rates in Rs.

EDITIONS	BASIC B&W P.Sc	COLOUR / PSC				APPT. (COLOUR) P.Sc	CLASSIFIEDS PER LINE (MIN 3 LINES)
		LHP	RHP	BP	FR.PG		
TELANGANA (EXCL. GR. HYD)	1150	1438	1725	2300	2588	863	595
NORTH TELANGANA	750	938	1125	1500	1688	563	450
KARIMNAGAR	325	406	488	650	731	244	160
WARANGAL	220	275	330	440	495	165	130
NIZAMABAD	210	263	315	420	473	158	130
MEDAK	185	231	278	370	416	139	105
SOUTH TELANGANA	480	600	720	960	1080	360	265
NALGONDA	220	275	330	440	495	165	105
KHAMMAM	220	275	330	440	495	165	105
MAHABOONNAGAR	220	275	330	440	495	165	105

DISTRICT EDITION

Rates in Rs.

DISTRICT	BASIC B&W P.Sc	COLOUR / PSC				CLASSIFIED UPTO 4 LINES (MIN)	EACH ADDL. LINE
		LHP	RHP	BP	FR.PG		
HYDERABAD CITY +MEDCHAL	1000	1250	1500	1750	2000	665	170
RANGAREDDY	100	125	150	175	200		
VIKARABAD	90	113	135	158	180		
MEDAK						135	40
MEDAK	80	100	120	140	160		
SANGAREDDY	100	125	150	175	200		
SIDDIPET	90	113	135	158	180		
MEDAK+SRY+SDP	180	225	270	315	360		
KARIMNAGAR						220	60
KARIMNAGAR	170	213	255	298	340		
PEDDAPALLY	95	119	143	166	190		
JAGTIAL	100	125	150	175	200		
RAJANNA (SIRICILLA)	90	113	135	158	180		
KNR+PDP+JTL+RJN	245	306	368	429	490		
ADILABAD						135	40
ADILABAD	95	119	143	166	190		
MANCHERIAL	110	138	165	193	220		
KOMARAMBHEEM	85	106	128	149	170		
NIRMAL	85	106	128	149	170		
ADB+MCL+NRM+KOMARAM	195	244	293	341	390		
WARANGAL						205	55
WARANGAL URBAN	140	175	210	245	280		
WARANGAL RURAL	100	125	150	175	200		
WGL RURAL + URBAN	175	219	263	306	350		
MAHABUBABAD	95	119	143	166	190		
JAYASHANKAR BHUPALPALLY	95	119	143	166	190		
JANAGAON	95	119	143	166	190		
WGL+WGL RRL+MDB+JSR+JGM	210	263	315	368	420		

DISTRICT EDITION

Rates in Rs.

DISTRICT	BASIC B&W P.Sc	COLOUR / PSC				CLASSIFIED UPTO 4 LINES (MIN)	EACH ADDL. LINE
		LHP	RHP	BP	FR.PG		
NIZAMABAD						145	45
NIZAMABAD	140	175	210	245	280		
KAMAREDDY	100	125	150	175	200		
NZB+KAMAREDDY	190	238	285	333	380		
NALGONDA						170	50
NALGONDA	140	175	210	245	280		
SURYAPET	120	150	180	210	240		
YADADRI	100	125	150	175	200		
NLG+SPT+YDD	200	250	300	350	400		
KHAMMAM						220	60
KHAMMAM	165	206	248	289	330		
BHADRADRI	125	156	188	219	250		
KHM+BDD	210	263	315	368	420		
MAHABUBNAGAR						135	40
MAHABUBNAGAR	120	150	180	210	240		
NAGARKURNOOL	100	125	150	175	200		
WANAPARTHY	95	119	143	166	190		
JOGULAMBA GADWAL	95	119	143	166	190		
NARAYANAPETA	75	94	113	131	150		
MBNR+NKL+WPT+JLMB+NPT	200	250	300	350	400		
ALL DISTRICTS PACKAGE						1415	385

ANDHRA PRADESH

MAIN EDITION

Rates in Rs.

EDITIONS	BASIC B&W P.Sc	COLOUR / PSC				APPT. (COLOUR) P.Sc	CLASSIFIEDS PER LINE (MIN 3 LINES)
		LHP	RHP	BP	FR.PG		
ANDHRA PRADESH	2995	3744	4493	5990	6739	2246	1915
CENTRAL ANDHRA	1275	1594	1913	2550	2869	956	790
TADEPALLIGUDEM	325	406	488	650	731	244	195
VIJAYAWADA	550	688	825	1100	1238	413	260
GUNTUR	450	563	675	900	1013	311	260
ONGOLE	250	313	375	500	563	188	125
NELLORE	260	325	390	520	585	195	150
NORTH ANDHRA	990	1238	1485	1980	2228	743	585
SRIKAKULAM	350	438	525	700	788	263	195
VISAKHAPATNAM	475	594	713	950	1069	356	260
RAJAHMUNDRY	340	425	510	680	765	255	260
RAYALASEEMA	1175	1469	1763	2350	2644	881	730
TIRUPATHI	320	400	480	640	720	240	260
KADAPA	265	331	398	530	596	199	150
ANANTHAPUR	300	375	450	600	675	225	150
KURNOOL	290	363	435	580	653	218	195

DISTRICT EDITION
Rates in Rs.

DISTRICT	BASIC B&W P.Sc	COLOUR / PSC				CLASSIFIED UPTO 4 LINES (MIN)	EACH ADDL. LINE
		LHP	RHP	BP	FR.PG		
KURNOOL	250	313	375	438	500	220	60
ANANTHAPUR	250	313	375	438	500	170	50
YSR KADAPA	240	300	360	420	480	140	40
CHITTOOR	270	338	405	473	540	280	80
NELLORE	230	288	345	403	460	220	60
PRAKASAM	230	288	345	403	460	220	60
GNT AMARAVATHI	395	494	593	691	790	260	75
GUNTUR RURAL	132	165	198	231	264	85	25
GNT AMARAVATHI + RURAL	440	550	660	777	880	290	85
VJA AMARAVATHI	485	606	728	849	970	-	-
KRISHNA	125	156	188	219	250	-	-
VJA AMARAVATHI + KRISHNA	540	675	810	945	1080	450	150
GREATER AMARAVATHI	685	856	1028	1199	1370	570	150
WEST GODAVARI	300	375	450	525	600	260	70
EAST GODAVARI	315	394	473	551	630	275	75
VISAKHAPATNAM CITY	375	469	563	656	750	315	85
VISAKHAPATNAM RURAL	165	206	248	289	330	130	40
VISAKHAPATNAM CITY + RURAL	455	569	683	796	910	-	-
VIZIANAGARAM	180	225	270	315	360	140	40
SRIKAKULAM	180	225	270	315	360	140	40
ALL DISTRICTS PACKAGE						3110	800

METRO
MAIN EDITION
Rates in Rs.

EDITIONS	BASIC B&W P.Sc	COLOUR / PSC				APPT. (COLOUR) P.Sc	CLASSIFIEDS PER LINE (MIN 3 LINES)
		LHP	RHP	BP	FR.PG		
BANGALORE	140	175	210	280	315	105	30
CHENNAI	95	119	143	190	215	80	30
MUMBAI	100	125	150	200	225	80	30
NEW DELHI	65	81	98	130	145	50	30

DISTRICT EDITION
DISTRICT EDITION
Rates in Rs.

DISTRICT	BASIC B&W P.Sc	COLOUR / PSC				CLASSIFIED UPTO 4 LINES (MIN)	EACH ADDL. LINE
		LHP	RHP	BP	FR.PG		
KARNATAKA	130	163	195	228	260	120	35
TAMILNADU	80	100	120	140	160	90	30
ODISHA	30	38	45	53	60	35	10

MECHANICAL DETAILS-IN CMS

	MAIN	TABLOID
HEIGHT	53	31.8
WIDTH	32.4	25

MINIMUM SIZE

	MAIN	TABLOID
HEIGHT	2	2
WIDTH	4	4

FRONT PAGE ACCEPTABLE SIZES (CMS) (W X H)

MAIN			
12 X15	16 X 25	32.4 X 15	12 X 20

FRONT PAGE ACCEPTABLE SIZES (CMS)

TABLOID	
ACCEPTABLE HEIGHT	8,10,12
ACCEPTABLE WIDTH	8,12,16,25

BOX NUMBER CHARGES: Rs. 15

This box will be kept open for 15 days. Local advertisers to collect the box replies from our office only. Where box replies have to be mailed to the outstation clients, minimum postal charges Rs. 35 will be charged. In case of heavy box replies the advertiser has to pay the additional postal charges on intimation from our office. Classified advertisements are accepted on advance payment only.

NOTE: COMBINED & BIGGER SIZE ADVERTISEMENTS WILL BE GIVEN PRIORITY ON FRONT PAGE/BACK PAGE.

NOTE: FOR GOVT. LAND ACQUISITION ADVERTISEMENTS, ONLY REGIONAL RATES ARE APPLICABLE.

NOTE: REGIONAL RATES ARE APPLICABLE FOR FRONT PAGE, BACK PAGE AND THIRD PAGE OF MAIN EDITION.

1. If any Package/Discount rate is allowed on the Basic Rate/Color Premium, no other Concessions/Discounts are applicable.

2. Multi Edition/Dist. Discount (only for commercial advertisements), if advertisement is released for Two Editions/Districts 15% Discount and for Three or more Editions/Dist. 20% Discount will be applicable, except Hyderabad Edition / City. Hyderabad Edition / City will be charged Full and Discount will be given on other Editions / Dist.

3. Multi Region Discount If advt. is released (only for commercial advertisements) for two or more Regions, 10% Discount will be applicable.

4. Multi Edition/Dist Discount is not Applicable for Classified Advertisements.

5. Scheme 5+1 : for commercial clients only, one advertisement will be given free for every 5 paid advts of the same size, same client and same Dist/ City if released in the same Release order provided all the 6 insertions should be published within 50 days.

TERMS & CONDITIONS

1. All the payments have to be made by cash or DD. Cheques are accepted from approved accounts.
2. MATERIAL
 - a) The deadline for receipt of material for publication is 3 days prior to the date of insertion. For Sunday magazine 10 days before the date of issue.
 - b) Material required for color and B &W advertisements by E main /CD in PDF/TIFF/EPS/JPEG format with progressive proofs on ordinary newsprint
 - c) Material sent through Mail/ CD should contain only the material to be used. If they contain more than one material, material used by Sakshi will be final and no claims will be accepted for free make good insertion or Credit note.
 - d) Used material will be kept with us for a maximum period of 15 days, beyond which the material will be destroyed.

3. CANCELLATION

The deadline for cancellation instructions are as follows:

 - a) For advertisements scheduled in ordinary position, 3 days prior to the date of insertion and for Sunday magazine 10 days in advance of the issue.
 - b) For Front Page/Special Position/Premium Positions advertisements cancellation notice will be entertained provided we have alternate booking. Failing which space booked will be billed for.
4. 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 and management will not accept any liability if any advertisement is published on dates other than those desired,
5. While every Endeavour will be made by publication to avoid carrying competitive advertisements in close

- proximity to each other, but no guarantee can be given in this respect nor entertain any claims for free insertion in the event of advertisement of rival products appearing in the same page/facing page.
6. The Management accept no liability for any loss or damage caused by error or inaccuracy in the printing or omission to insert any advertisement or for any damage or loss of artworks, art-pulls or other material supplied for the purpose of advertisement.
 7. If the advertisement is given for Combined Editions/Multi Editions, every effort will be made to publish the advertisement in all the editions. The management shall not be liable if any edition is missed or delayed due to circumstances beyond their control. The management shall bill such an insertion at the combined edition rate and issue credit note for the editions in which the advertisement was missed on pro-rata basis. However, if the Advertiser cancels the advertisement in one or more editions, the bill will be raised at the applicable rates for the published editions. If any advertisement is missed in any edition or in the districts of an edition credit note will be issued on pro-rata basis for the edition/district in which the advertisement was missed.
 8. Advertisement matter received in English will be translated and published in Telugu in Sakshi unless asked to publish in English. While due care will be taken in translating the English matter, no responsibility will be undertaken for any possible change of meaning in the translated text. Proper nouns and technical words will be translated to nearest meaning.
 9. The management reserves the right to decline publication of copy/illustrations which in their opinion would disfigure damage the reputation of the paper or prejudice other advertisements and also to refuse or suspend publication of an advertisement at any stage and under any condition without assigning reasons.
 10. No advertisement which violates the provision of the Drugs and Magic Remedies (Objectionable Ads) Act 1954, the Emblems and Names Act (Prevention of improper use) 1950, the prohibition Act of various States. RBI Rules and Regulations, Prize Competitions Act and any other relevant acts that are in vogue will be accepted. Also per se defamatory Ads (containing derogatory/offensive language) and Appointment ads of Private Institutions asking application money are not accepted.
 11. The management reserves the right to place the advertisement on any page of any sections. No particular page position will be guaranteed for any Advertisement unless extra charge/premium is paid for the same.
 12. Any fraction of a centimeter will be rounded off to the next highest figure. Advertisements exceeding 48 cms height and 29 cms width will be charged for full col i.e.53 cms height and 32.4 cms width.
 13. If advertisements released in color or special positions with premium are published in B&W or in ordinary positions, charges have to be paid at the applicable rates and premiums as published.
 14. The management shall be at liberty to revise the advertisement rates without any prior notice. Prevailing rates on the day of publication will be applicable.
 15. Where the credit has been allowed, bills have to be paid strictly by due date, failing which interest will be charged @ 18 % p.a from the date of the bill.
 16. If a combined advertisement is scheduled in different sizes in different editions, common space will be billed at combined rate, and additional space used in other editions will be billed at respective edition rates.
 17. All bills with supporting voucher copies will be submitted on or before 15th of following month. No tear sheet will be supplied for the classified advertisement any complaint concerning any bill/voucher copy will not be entertained unless reported in writing within 15 days of its receipt. On receipt of such a complaint, the matter will be investigated and rectified. However, the pendency of any such disputed complaint will not be regarded as a sufficient reason on ground for the non-payment of bills, if the agency/advertiser fails to pay the bills within the time stipulated or to comply with the terms and conditions in the rate card the management will be at liberty to suspend the advertisements of the said agency/advertiser without any notice.
 18. Due care will be taken to ensure good reproduction. However the management accepts no responsibility for faulty printing due to defective material supplied or due to circumstances beyond their control and no claims will be entertained for the free insertion.
 19. The agency and advertiser hereby indemnify JAGATI PUBLICATIONS LIMITED, the proprietors of SAKSHI and its employees against the actions, demands, losses, costs, charges, expenses, damages, etc. Which Jagati Publications Limited and/or any of its employees may incur or that may arise by reason of the publication of any advertisement on behalf of the agency and or the advertiser
 20. Levies and taxes imposed by Government from time to time shall be borne by the advertiser
 21. All overseas/international recruitment advertisements shall carry necessary registration/license number of the recruiting agency.
 22. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and no separate acceptance of the conditions is necessary. Conditions stipulated on an Agency's order form or elsewhere by an Agency/Advertiser shall be void so far as they are in conflict with these conditions. The other conditions if any, in the order form, etc. will not become enforceable unless specifically accepted by the management.
 23. Response received for Box No. advertisements will be delivered only on production of casual insertion order/cash receipt/bill.
 24. The charges for all the advertisements are to be paid in advance except in the case of approved accounts. All bills with supporting voucher copies will be submitted to the agencies/clients.
 25. The Advertisements are accepted in good faith and the company accepts no responsibility whatsoever regarding the bonafides of the advertiser of the nature or contents of the advertisements published.
 26. Only Courts at Hyderabad shall have jurisdiction in case of any dispute or any legal procedure.