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ADVERTISING TARIFF

w.e.f. : 01-11-2024

daily
Excelsior

ESTD. 1965

Largest Circulated English Daily of Jammu & Kashmir and Ladakh

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Head Office: Excelsior House,
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Internet Edition : www.dailyexcelsior.com
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Mobile App for Android and IOS

Social Media Channels :    

PARTICULARS

Name of Publication	:	DAILY EXCELSIOR
Periodicity	:	Daily (Morning)
Language	:	ENGLISH
Place of Publication	:	JAMMU
Established	:	1 ST JANUARY 1965
Editor-in-Chief	:	KAMAL ROHMETRA
Publisher	:	KAMAL ROHMETRA
Executive Editor	:	NEERAJ ROHMETRA
Chief Accounts Officer	:	Ratish Gupta
Advertisement Manager	:	Mukesh Kaushal
Marketing Manager	:	Mohan Lal
Circulation Manager	:	Rajesh Kumar
Internet Manager	:	Rahul Dogra
Policy	:	Independent
Price per copy	:	Rs. 6.00
Annual Subscription	:	Rs. 2500/-
E-Paper Rate	:	i) Rs. 149/- Monthly ii) Rs. 399/- = 3 Months iii) Rs. 759/- = 6 Months iv) Rs. 1199/- = 1 Year
Area of Circulation	:	Jammu & Kashmir, Ladakh, Himachal Pradesh, Punjab, Delhi & NCR
Printers	:	Daily Excelsior and Excelsior Printers Pvt. Ltd. Jammu-180 007
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MECHANICAL DETAILS

Overall size of page	:	54 cm (H) x 34.3 cm (W)							
Size of printed page	:	52 cm (H) x 33 cm (W)							
Column	:	1	2	3	4	5	6	7	8
Width of Column		4.1	8.0	12.3	16.4	20.5	24.6	28.7	33
Number of pages	:	Sixteen (Twelve color pages everyday)							
Paper used	:	Imported Newsprint							
Material Required	:	CD Format, JPEG, PDF, CDR							
Machinery used	:	Ranger Duplex V-30, Impacta							
Material Deadline	:	3 days before the date of publication							

MOST IMPORTANT

- All intimations regarding publication or suspensions of advertisement must reach our Business Offices 4 days or H.O. 3 days before the date of publication.
- Management of the DAILY EXCELSIOR reserves the right to reject any advertisement for publication without assigning any reason.
- THIS CANCELS OUR EARLIER ADVERTISEMENT TARIFF**

PRINT EDITION

Advertisement Rates (Effective 1st November 2024)

Display

Black & White	:	Rs. 300.00 p.sq.cm
Four Colors	:	Rs. 600.00 p.sq.cm

Extra Premium

Front Page Solus	:	100% extra (Size : Min 15(H)x8(W), Max 25(H)x16.4(W))
Back Page	:	40% extra Size : Min 5(H)x8(W), Max 52(H)x33(W)
Third Page	:	25% extra Size : Min 3(H)x4(W), Max 25(H)x33(W)

Ear Panel

Four Colour	:	Rs. 7000 per panel Size : 5 cm (H) x 4 cm (W) (Min 30 insertion in a year)
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Classified

Matrimonial (Col. Width 4 cm)	:	Rs. 700.00 (20 words) Addl. Rs. 30 per word	} Colour 100% Extra
To Let, Sale/Purchase (Col. Width 4 cm)	:	Rs. 750.00 (20 words) Addl. Rs. 30 per word	
Situation Vacant (Col. Width 4 cm)	:	Rs. 800.00 (20 words) Addl. Rs. 30 per word	
Others	:	Rs. 900.00	
Classified Display	:	Rs. 200.00 p.sq.cm Size: Min 3(H)x4(W) Max 52(H)x4(W)	

Obituary/Remembrance (B&W)	:	Rs. 1200.00 Size : 4(H)x8(W) Rs. 1300.00 Size : 5(H)x8(W) Rs. 1400.00 Size : 6(H)x8(W) Rs. 1500.00 Size : 7(H)x8(W)	} Colour with Photo & Border 100% extra
Commercial Obituaries/Remembrance	:	Rs. 200.00 p.sq.cm, (B/W), Rs. 300.00 p.sq.cm (Colour)	

Tender Notice & Other

Financial Company's Report, Prospectus, Public Issue, Tender Notices/Manifesto/ Display and Campaign/Political Display/ Election Notices/Manifesto	:	Rs. 400.00 p.sq.cm. (Size : Min 5(H)x4(W)) Rs. 1200.00 p.sq.cm Max : As per demand
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INTERNET EDITION

(Tariff Rates for Internet Edition)

Page Location	Ad Size (Size in Pixels)	Price	Format	Max. Size
Home Page	Full Width Bottom Banner (1000x100)	35,000 p.m.	Jpeg/Gif/Pdf	25 Kb
Home Page	Medium Banner (665x100)	25,000 p.m.	Jpeg/Gif/Pdf	25 Kb
Home Page	Side Box Ad (325x250)	25,000 p.m.	Jpeg/Gif/Pdf	25 Kb

(G.S.T. will charged as per applicable rates)