



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Revised Advertisement Tariff for various dailies and publications w.e.f 01.04.2018 (2018-19)–
Sanctioned – Orders issued

PRO Section

No. 1409/PRO/2019/MGU

Priyadarsini Hills, Dated: 03.04.2019

*Read:-*1. Letter No. PRO/1/Advt/2018-19, Date: 23.07.2018

2. Letter No. PRO/1/Advt/2/2018-19, Date: 20.12.2018

ORDER

As per the request of the various dailies and publications for annual revision of their advertisement tariffs, the Vice-Chancellor has accorded sanction for the revision of tariff considering the discounts offered.

The revised rates as given below will be applicable for various editions of dailies and publications from 01.04.2018 onwards excepting Deshabhimani, for which the revised rates will be effective from 01.07.2018 onwards.

NAME OF DAILIES AND PUBLICATIONS	EDITIONS	RATE (Rs.)
THE HINDU		Display/sq. cm.
General	All Kerala	1,145
Display	Thiruvananthapuram	515
	Kochi	485
	Kozhikode	280
	All India	7,035
Tender	All Kerala	665
	All India	4,670
Opportunities	All Kerala	840
	Thiruvananthapuram	285
	Kochi	285
	Kozhikode	280
	All India (clr)	3,010
Education Plus	All Kerala	595
COMBO OFFER THE HINDU + HINDUSTAN TIMES		(Display/sq. cm.)
Appointment	All India	4031

HINDUSTAN TIMES	(Display/sq. cm.)	
Display advt All Edition		3500
HINDUSTAN (Hindi News paper)	(Display/sq. cm.)	
Display advt All Edition		3200
COMBO OFFER HINDUSTAN TIMES + HINDUSTAN	(Display/sq. cm.)	
Display All Edition		6500
THE NEW INDIAN EXPRESS (W.E.F 01.04.2018 to 31.12.2018)	(Display/sq. cm.)	
General Display/All Kerala		450
Tender/ Kochi		280
Appoinments All South		3300
THE NEW INDIAN EXPRESS (W.E.F 01.01.2019 to 31.12.2019)	(Display/sq. cm.)	
General Display/All Kerala		405
Tender/ Kochi		250
Appoinments All South		2970
	All South + Delhi	3,170
UNIVERSITY NEWS JOURNAL (AIU)		
Full page		15,000
Half page		8,000
Quarter page		5,000
Cover(Inside)each		16,000
Cover(Back)		20,000
TIMES OF INDIA	Display/sq.cm	
	(PRD Rate)	
All India		3508.8
ECONOMIC AND POLITICAL WEEKLY	Display/sq. cm	
Full page(B&W)		36,000
Half page(B&W)		20,700
Quarter page(B&W)		12,600
Per column cm(B&W)		800
Full Page(Colour)		54,000

MATHRUBHUMI	Display/sq. cm.	Classified Display/sq. cm.	Classified Advt	
			Per word	Spl.heading charge
All Kerala	1,615	1317.5	127.5	1 edn – 85.00
Kottayam	267.75	225.25	76.5	2 edns – 102.00
Kochi	365.5	280.5	76.5	3 edns – 106.25
Kozhikode	255	212.5	76.5	4 edns – 127.50
Thiruvananthapuram	340	246.5	76.5	
Thrissur	276.25	221	76.5	
Kannur	233.75	204	76.5	
Kollam	221	178.5	76.5	
Malappuram	204	148.75	76.5	
Palakkad	216.75	204	76.5	
Alappuzha	204	187	76.5	
All India	1678.75	1402.5	136	
All Kerala + Gulf	1678.75	1402.5	131.75	
Any Two Editions	85	

MALAYALA MANORAMA	Display/sq. cm.	Classified Advt		
		Per word	Per capital word	Heading per line
All Kerala	2210	160.65	198.9	629.85
Kottayam	365.5	92.65	129.20	300.05
Kochi	535.5	103.7	137.70	329.8
Kozhikode	255	90.95	127.5	296.65
Thiruvananthapuram	357	90.95	127.5	296.65
Thrissur	276.25	90.95	127.5	296.65
Kannur	221	90.95	127.5	296.65
Kollam	238	90.95	127.5	296.65
Malappuram	221	90.95	127.5	296.65
Palakkad	225.25	90.95	127.5	296.65
Alappuzha	225.25	90.95	127.5	296.65
Pathanamthitta	242.25	90.95	127.5	296.65
All India	2380	171.7	204	644.3
Any Two Editions	114.75	150.45	463.25

KERALA KAUMUDI	Display/sq. cm.	Classified Advt	
		Per word	Clas Disp/cm2
All Kerala	1395.00	90.00	365.00
Kottayam	189.00	45.00	50.00
Kochi	234.00	45.00	60.00
Kozhikode	184.50	40.00	50.00
Thiruvananthapuram	319.50	50.00	70.00
Thrissur	189.00	45.00	50.00

Kannur	184.50	40.00	50.00
Kollam	207.00	45.00	60.00
Alappuzha	193.50	45.00	50.00
Pathanamthitta	171.00	45.00	50.00

MADHYAMAM

Display/sq. cm. Classified Advt (Per word)

All Kerala	765.00	1 edn –	29.75
Kottayam	93.50	2 edns –	34
Kochi	127.50	3 edns –	38.25
Kozhikode	144.50	All Kerala –	55.25
Thiruvananthapuram	123.25	Minimum Charge	–
		297.50	
Thrissur	123.25		
Kannur	119.00		
Malappuram	170.00		
All India	807.50		
All Gulf	637.50		
All Kerala + Gulf	1360.00		

DESHABHIMANI (w.e.f 01.07.2018)

General Display/sq. cm. Classified Display/sq. cm.

All Kerala	1020	500
Kottayam	179	100
Kochi	179	100
Kollam	153	100
Alappuzha	153	100
Kozhikode	179	100
Thiruvananthapuram	179	100
Thrissur	179	100
Kannur	179	100
Palakkad	153	100
Malappuram	153	100

DEEPIKA

General Display/sq. cm. Classified Display/sq. cm.

All Kerala	850.00	187.00
Kottayam	238.00	68.00
Kochi	229.50	51.00
Kozhikode	110.50	34.00
Thiruvananthapuram	110.50	34.00
Thrissur	144.50	42.50
Kannur	102.00	34.00

CHANDRIKA	General		Classified	
	Display/sq. cm		Display/sq. cm	
All Kerala	544.00		191.25	
Kottayam	76.50		34.00	
Kochi	102.00		38.25	
Kozhikode	106.25		42.50	
Thiruvananthapuram	93.50		34.00	
Kannur	106.25		42.50	
Malappuram	127.50		42.50	
Dubai	119.00		68.00	
All Kerala + Gulf	807.50		318.75	
MANGALAM	General		Classified	
	Display/sq. cm.		Display/sq. cm	
Kottayam	238.00		127.50	51.00
Kochi	187.00		102.00	42.50
Kozhikode	119.00		76.50	42.50
Thiruvananthapuram	136.00		93.50	42.50
Thrissur	136.00		76.50	42.50
Kannur	59.50		42.50	34.00
Idukki	130.00		85.00	42.50
All Editions	935.00		595.00	297.50
JANAYUGAM	General			
	Display/sq. cm.			
Kochi	76.50			
Kozhikode	68.00			
Thiruvananthapuram	76.50			
Kannur	55.25			
Kollam	76.50			
All Editions	229.50			
JANMABHUMI	General		Classified	
	Display/sq. cm.		Display/sq. cm	
Kottayam	120.00		67.50	
Kochi	128.00		72.00	
Kozhikode	120.00		67.50	
Thiruvananthapuram	112.00		67.50	
Thrissur	120.00		67.50	
Kannur	104.00		67.50	
All Editions	720.00		360.00	

VEEKSHANAM	General
	Display/col. cm.
Kochi	182.00
Thiruvananthapuram	75.00
Thrissur	72.00
Kozhikode	81.00
Kannur	68.00
Kollam	68.00
All Editions	385.00

Orders are issued accordingly.

SAJEEV P K

DEPUTY REGISTRAR
For REGISTRAR

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5. JD, LF Audit
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9. Records Section
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