



MAHATMA GANDHI UNIVERSITY, KERALA

**Abstract**

Revised Advertisement Tariff for various dailies and publications w.e.f 01.04.2020 –  
Sanctioned – Orders issued

**PRO Section**

No. 4893/PRO/2020/MGU

Priyadarsini Hills, Dated: 22.10.2020

Read:-1. പി.ആർ.ഒ/1/പരസ്യ നിരക്ക്/2018-19, Dated: 25.06.2020

2. പി.ആർ.ഒ/1/പരസ്യ നിരക്ക്/2018-19, Dated: 09.07.2020

**ORDER**

As per the request of the various English and Malayalam 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 01.04.2020 onwards.

Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
The Hindu	Display	All Kerala	1,445
		Thiruvananthapuram (South Kerala)	595
		Kochi (Central Kerala)	560
		Kochi city(Ekm dst)	435
		Kozhikode (North Kerala)	325
		All India	8,125
	Tender	South India	5,095
		All India	5,385
	Opportunities (Appointment section on	All Kerala	925
		Thiruvananthapuram	315
		Kochi	315
		Kozhikode	310

	wednesday)	All India	3,335
		South India	3,105
	Opportunities (Main Section, other than wed)	All India	5,005.00
		South India	4,660
	Edge	All Kerala	690
		Thiruvananthapuram	Nil
		Kochi	Nil
		Kozhikode	Nil
Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
Hindustan Times	Display Advt	All Edition	3500
Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
Hindustan (Hindi news paper)	Display Advt	All Edition	3200
Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
Hindustan Times + Hindustan (Combo offer)	General Display/Tender/ Appointments	All Edition	6500
Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
The New Indian Express	General Display/Tender/ Appointments	All Kerala	405
		Kochi	250
		All South	2,970
Daily	Category	Edition	(Rate/ cm <sup>2</sup> )
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

Daily	Category	Edition	(Rate/ cm2)
Times Of India	Display Ads	All India	3508.8
		South India	1595.45
		All Kerala	42
Daily	Category	Edition	(Rate/ cm2)
Economic and Political Weekly	.....	Full Page (B&W) (23.5x17.5 cm <sup>2</sup> )	39,000
		Half Page (B&W) (11.5x17.5 cm <sup>2</sup> )	23,000
		Quarter Page (B&W) (9x11.5 cm <sup>2</sup> )	15,000
		Per column cm (B&W)	900
		Full Page (Colour) (23.5x17.5 cm <sup>2</sup> )	60,000

Daily	Editions	Display (Rate/ cm <sup>2</sup> )	Classified Display (Rate/ cm <sup>2</sup> )	Classified advt		
				Rate/ word	Heading charge (Single line)	
Mathrubhumi	All Kerala	1700	1402.5	136	1 Edition	85
	Kottayam	284.75	233.75	85	2 Edition	102
	Kochi	382.5	289	85	3 Edition	106.25
	Kozhikode	272	221	85	4 & above	127.5
	Thiruvananthapuram	365.5	255	85		
	Thrissur	297.5	229.5	85		
	Kannur	246.5	212.5	85		
	Kollam	233.75	187	85		
	Malappuram	216.75	157.25	85		
	Palakkad	233.75	212.5	85		
	Alappuzha	221	195.5	85		
	All India	1763.75	1487.5	144.5		
	Any two editions	.....	.....	93.5		
	Any three editions	.....	.....	102		

Daily	Editions	Display	Classified advertisement		
		(Rate/ cm <sup>2</sup> )	Rate/word	Rate/ Capital word	Heading Rate/Line
Malayala Manorama	All Kerala	2507.5	194.65	240.55	762.45
	Kottayam	412.25	112.2	156.4	362.95
	Kochi	603.5	124.95	166.6	399.5
	Kozhikode	284.75	110.5	154.7	358.7
	Thiruvananthapuram	403.75	110.5	154.7	358.7
	Thrissur	314.5	110.5	154.7	358.7
	Kannur	250.75	110.5	154.7	358.7
	Kollam	263.5	110.5	154.7	358.7
	Malappuram	246.5	110.5	154.7	358.7
	Palakkad	255	110.5	154.7	358.7
	Alappuzha	250.75	110.5	154.7	358.7
	Pathanamthitta	267.75	110.5	154.7	358.7
	All India	2677.5	207.4	246.5	779.45
	Any two editions	.....	139.4	182.75	561
Any three editions	.....	147.9	187.85	577.15	
Daily	Editions	Display	Classified Display	Classified advt	
		(Rate/ cm <sup>2</sup> )	(Rate/ cm <sup>2</sup> )	Rate/word	
Kerala Kaumudi	All Kerala	1402.5	365	90	
	Kottayam	187	50	45	
	Ernakulam	233.75	60	45	
	Kozhikode	182.75	50	40	
	Thiruvananthapuram	323	70	50	
	Thrissur	191.25	50	45	
	Kannur	182.75	50	40	
	Kollam	208.25	60	45	
	Alappuzha	191.25	50	45	
	Pathanamthitta	170	50	45	

Daily	Editions	Display (Rate/ cm <sup>2</sup> )	Classified Display (Rate/cm <sup>2</sup> )	Classified advt	
				Editions	Rate/word
Madhyamam	All Kerala	850	293	1 Edition	39
	Kottayam	110	43	2 Edition	43
	Kochi	150	51	3 Edition	47
	Kozhikode	172	55	All Kerala	64
	Thiruvananthapuram	146	47	All Gulf	85
	Thrissur	146	43	All Kerala + Gulf	125
	Kannur	142	43		
	Malappuram	198	67		
	All Gulf	637	400		
	All Kerala + Gulf	1295	620		
Daily	Editions	Display (Rate/ cm <sup>2</sup> )	Classified Display (Rate/ cm <sup>2</sup> )		
Deshabhimani	All Edition	1100	600		
	Kottayam	213	120		
	Kochi	213	120		
	Kollam	187	120		
	Alappuzha	187	120		
	Thiruvananthapuram	213	120		
	Northern	680	400		
	Southern	680	400		
Daily	Editions	Display (Rate/ cm <sup>2</sup> )	Classified Display (Rate/ cm <sup>2</sup> )		
Deepika	All Editions	1105	204		
	Kottayam	272	76.5		
	Kochi	272	59.5		
	Kozhikode	136	42.5		
	Thiruvananthapuram	136	42.5		
	Thrissur	161.5	51		
	Kannur	119	42.5		

Daily	Editions	Display				
		Rate/ column				
Veekshanam	Kochi	208				
	Thiruvananthapuram	80				
	Trissur	76				
	Kozhikode	159				
	Kannur	72				
	Kollam	76				
	All Kerala	486				
Daily	Editions	Display	Classified Display			
		(Rate/ cm <sup>2</sup> )	(Rate/ cm <sup>2</sup> )			
Chandrika	All Kerala	552.5	204			
	Kochi	110.5	46.75			
	Kozhikode	114.75	51			
	Thiruvananthapuram	102	42.5			
	Kannur	114.75	51			
	Malappuram	136	51			
	Dubai	127.5	76.5			
Daily	Editions	Display	Classified Display	Classified advt		
		(Rate/ cm <sup>2</sup> )	(Rate/ cm <sup>2</sup> )	Rate/cm <sup>2</sup>		
Mangalam	Kottayam	255	144.5	51		
	Kochi	212.5	110.5	42.5		
	Kozhikode	127.5	85	42.5		
	Thiruvananthapuram	148.75	93.5	42.5		
	Thrissur	148.75	93.5	42.5		
	Kannur	59.5	42.5	34		
	Idukki	110.5	85	42.5		
	All Editions	1020	637.5	297.5		

Daily	Editions	Display				
		(Rate/ cm <sup>2</sup> )				
Janayugam	Kochi	76				
	Kozhikode	68				
	Thiruvananthapuram	76				
	Kannur	56				
	Kollam	76				
	All Editions	224				
Daily	Editions	Display	Classified Display	Classified advt	Special Heading Charge	
		(Rate/ cm <sup>2</sup> )	(Rate/ cm <sup>2</sup> )	Rate/word		
Janmabhumi	Kottayam	96	59.5	21.25	Single Edition	85
	Kochi	128	59.5	21.25	All Edition	255
	Kozhikode	120	59.5	21.25		
	Thiruvananthapuram	112	59.5	21.25		
	Thrissur	120	59.5	21.25		
	Kannur	104	51	18.7		
	Any 2 Editions	***	102	34		
	Any 3 Editions	***	153	46.75		
	All Kerala	720	***	***		
	All Editions	760	467.5	170		

SUJA THOMAS P

ASSISTANT REGISTRAR VIII (ADMIN)  
For REGISTRAR

Copy To

1. The Dailies/ Publications concerned
2. PS to VC / PVC
3. PA to Registrar / F.O
4. Finance I Section
5. Audit I Sn
6. JD, LF Audit
7. Director, SDE

- 8. Ad.D
- 9. Records Section
- 10. Stock File / File copy

Forwarded / By Order

Section Officer

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം