

# तरुणमित्र

**Tarun Mitra Hindi Daily Newspaper**  
Commercial Rate Card Effective From 1<sup>st</sup> April 2025  
Display Rate In/Per Sq.Cm.

Sl. No.	Edition	Colour	B/W
01	Lucknow (Uttar Pradesh)	450	350
02	Patna (Bihar)	250	200
03	Bhopal ( Madhya Pradesh)	200	150
04	Deharun ( Uttarkhand)	200	150
05	Thane ( Mharastra)	250	150
<b>All Edition</b>		<b>800</b>	<b>600</b>

## Premium/Rebate

- 100% Extra For Front Page Solus.
- 50% Extra For Front Page Semi Solus.
- 50% Extra For Any Other Specified Page/Position Solus.
- 40% Extra For Front Page.
- 25% Extra For Back Page.
- 50% Discount on Obituary.in-Memorium Ads.

## Technical Specifications

Print Area : 52 cms (H) 33 cms (W) = 1716 Sq.cm.

Front Page : 44 cms (H) 33 cms (W) = 1452 Sq.cm.

No. Of Columns	8	Length Of Columns	51 cm.
Width Of Columns	4 cm.	Total Page	12/8
<b>Colour Page 1<sup>st</sup> &amp; Last</b>		<b>Black &amp; White Page No 2 to 11</b>	

The Materials Will Be Accepted In PDF Format Only.

## Tarun Mitra Hindi Daily Newspaper

Coverage Areas, Circulated Areas, Circulation Figures

Sl.No.	Edition	Coverage Areas	Circulated Areas	Circulation Aproved by (RNI/CA)
01	Lucknow	Uttar Pradesh	Lucknow & Other Districts	85792
02	Other	Bihar+MP+UK+MH	Patna & Other Districts	24000-25000

## E Payment Options

Bank Name	Account Name	Account No	IFSC Code
<b>Kotak Mahindra Bank Limited</b>	<b>Tarun Mitra Media Private Limited</b>	<b>2013440842</b>	<b>KKBK0000141</b>
<b>Payment should be made by crossed Cheque / DD in favour of "Tarun Mitra Media Private Limited"</b>			

## Terms & Conditions :-

- Release Order in favour of "Tarun Mitra Media Private Limited"
- Service tax as per Government rule would apply over the net cost of the campaign.
- Political/Election/Casual classified advertisements are accepted only against advance cash payment.
- Payment within 45 days of the completion of the campaign.
- All advertisements are charged and payable according to rates set by us. Advertisement rates subject to change without prior notification.
- All advertisements must comply with our code of standards as well as the State's Law.
- Material deadline for display is 3.00 pm & for classified lineage is 1.00 pm of the day prior to publication.
- Deadline for cancellation is 2 days before the date of publication. Cancellation, suspension and alteration order will be effected if received before the scheduled deadline.
- We take no responsibility of error or omission of ads that are received without proper material or in formats that do not conform to specifications mentioned in the rate card.
- Unless and otherwise notified in advance, legal action will be taken against those advertisers whose cheque/s are dishonored. Expenses incurred by us for such legal action, would be payable by the defaulter.

**Thank You!**

**For : Tarun Mitra Media Private Limited**

Sales & Marketing Team