

Kind Attn. MR A. K. Singh
Asstt. Controller (Business)

INDIAN TRADE JOURNAL

Calculation of rates for 1/4 Page, 1/2 Page, 3/4 Page, 1 1/4 Page, 2 Pages, 2 1/2 Pages, 3 Pages, 3 1/2 Pages, 4 Pages Advertisement Size of Full Page: 44 col. cms. w.e.f. 4th June, 2014

	SIZE	RATE per col. cm.	AMOUNT	Less 15%
Quarter Page	11 col. cms. @	Rs. 327	Rs. 3,597	Rs. 3,057
Half Page	22 col. cms. @ First 11 col. cms. @ Next 11 col. cms. @	Rs. 327	Rs. 3,597	Rs. 6,040
		Rs. 319	Rs. 3,509	
3/4 Page	33 col. cms. @ First 11 col. cms. @ Next 11 col. cms. @ Next 11 col. cms. @	Rs. 327	Rs. 3,597	Rs. 8,948
		Rs. 319	Rs. 3,509	
		Rs. 311	Rs. 3,421	
Full Page	44 col. cms. @ First 11 col. cms. @ Next 11 col. cms. @ Next 22 col. cms. @	Rs. 327	Rs. 3,597	Rs. 11,856
		Rs. 319	Rs. 3,509	
		Rs. 311	Rs. 6,842	
			Rs. 13,948	
1 1/4 Pages	Full Page Next Quarter Page (11 col. cms.) @	Rs. 295	Rs. 13,948	Rs. 14,614
			Rs. 3,245	
1 1/2 Pages	Full Page Next Half Page (22 col. cms.) @	Rs. 295	Rs. 13,948	Rs. 17,372
			Rs. 8,490	
			Rs. 20,438	
2 Pages	Full Page Next Full Page (44 col. cms.) @	Rs. 295	Rs. 13,948	Rs. 22,889
			Rs. 12,980	
			Rs. 26,928	
2 1/2 Pages	2 Full Pages Next 1/2 Page (22 col. cms.) @	Rs. 295	Rs. 26,928	Rs. 28,405
			Rs. 8,490	
			Rs. 35,418	
3 Pages	First Full Page Next 2 Pages (33 col. cms.) @	Rs. 295	Rs. 13,948	Rs. 33,922
			Rs. 25,960	
			Rs. 39,908	
3 1/2 Pages	3 Full Pages Next 1/2 Page (22 col. cms.) @	Rs. 295	Rs. 39,908	Rs. 39,438
			Rs. 6,490	
			Rs. 46,398	
4 Pages	Full Page Next 3 Pages (33 col. cms.) @	Rs. 295	Rs. 13,948	Rs. 44,955
			Rs. 38,940	
			Rs. 52,888	

Note: Interleave charges for Railways is 15% extra on the above rates.

For Full Page

$$13948 \times \frac{15}{100} = 2092$$

$$\begin{array}{r}
 13948 \\
 + 2092 \\
 \hline
 16040
 \end{array}$$

For half page

$$\begin{array}{r}
 7106 \times 15 = 1066 \\
 7106 \\
 + 1066 \\
 \hline
 8172
 \end{array}$$

The above calculation has been checked and found correct.

MCA (B)

F.O.