# ADVERTISEMENT RATE CARD 2017-2018

## SRINAGAR
Syed Zaffar  
1- Dal Lake Boulevard  
Srinagar, 190001 J&K  
+91-194, 2106304; 2502327  
PH: 9419967015; 9419001627

## NEW DELHI
PS Narang  
Sparkling Adspace Marketing Pvt Ltd  
11737/3 Satnagar, Karol Bagh  
NEW DELHI, 110 005  
PH : 09811066546-01123715995

## BANGALORE
Ozzy Morrison  
#9/1 A-3rd Main, 8th Block  
Koramangala, Bangalore  
560095, India  
PH: 09900084514

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### All rates are in Sq. Cms

<table>
<thead>
<tr>
<th>Publication</th>
<th>Edition</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kashmir Observer</td>
<td>Srinagar</td>
<td>250 B&amp;W</td>
</tr>
<tr>
<td></td>
<td></td>
<td>350 Color</td>
</tr>
<tr>
<td>Bazaar Observer</td>
<td>Srinagar</td>
<td>145 B&amp;W</td>
</tr>
<tr>
<td></td>
<td></td>
<td>220 Color</td>
</tr>
</tbody>
</table>

**KO Online** Tariff (With effect from March 2017)

<table>
<thead>
<tr>
<th>Per Month</th>
<th>Home Page Only (£)</th>
<th>Home Page Plus All Inner Pages (£)</th>
<th>Only Specific Inner Pages Per Page (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>65,000</td>
<td>90,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Ear Panel -Right Banner</td>
<td>30,000</td>
<td>50,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Right Side Tower</td>
<td>50,000</td>
<td>60,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>32,500</td>
<td>45,000</td>
<td>15,000</td>
</tr>
</tbody>
</table>

### CLASSIFIED ADVT 5 HEIGHT*4 WIDTH CMS, BOX B/W

- Kashmir Observer- Srinagar: Rs. 2000/- per box
- Bazaar Observer- Srinagar: Rs. 1500/- per box
- All Combined: Rs. 3000/- per box

### EAR PANEL RATES PER MONTH PER PANEL

- Kashmir Observer- Srinagar: Rs. 80000/-
- Bazaar Observer - Srinagar: Rs. 40000/-
1. Release Orders and Materials for B/W ads must reach at least 48 hours ahead and for colour ads 96 hours ahead of the scheduled date.
2. All the advertisements must be in accordance with our code of standards, State laws and the rules as stipulated in the code of the Indian Newspaper Society.
3. The advertisement released by advertising agencies on behalf of their clients would be chargeable at the same rate as applicable to advertiser if the advertisements are released directly by them and as specified/notified in the Tariff Card from time to time.
4. No deduction is allowed from bills raised against publication of advertisement(s) on account of any defective insertions. Claims in these respects, if admitted, will be met by publishing of corrigendum/free insertion or the like depending upon the merits of the claim vis-à-vis the error in publishing the advertisement(s) on other material. Claims for refund or for compensation, if admitted shall be restricted to the charges for advertisement received by the management.
5. Certified voucher cutting of advertisements will be provided on request latest up to one month of the date of publication.
6. Complaints on advertisements regarding reproduction etc. must be brought to our notice within a week of publication of the advertisement, otherwise they may not be entertained.
7. Overseas recruitment agent to disclose their recruitment Licence number in the material.
8. Complaints on advertisement must be brought to our notice within 15 days of publication otherwise they may not be entertained.
9. Any claim/dispute or differences arising out of or in relation to the release of advertisements, terms of advertisement etc. or pertaining to the Rules and Regulations specified herein concerning the Kashmir Observer shall be subject to the exclusive jurisdiction of the Courts in Srinagar only.