

# Classifieds Premiums

For ROL's Advertisements									
Category	Run on Display (ROD)			ROL with Tick Mark (COD)			Colour Wash (Background Colour) / Highlighter		
	Mum, Del & Ban	Che, Kol, Hyd + Pun, Ahm	All other Non Metro centres	Mum, Del & Ban	Che, Kol, Hyd + Pun, Ahm	All other Non Metro centres	Mum, Del & Ban	Che, Kol, Hyd + Pun, Ahm	All other Non Metro centres
Appointments	25%	25%	25%	12%	10%	10%	20%	15%	15%
Auto	25%	25%	25%	12%	10%	10%	20%	15%	15%
Education	25%	25%	25%	12%	10%	10%	20%	15%	15%
Real Estate	50%	25%	25%	12%	10%	10%	20%	15%	15%
Matri	25%	25%	25%	12%	10%	10%	20%	15%	15%
Travel	25%	25%	25%	12%	10%	10%	20%	15%	15%
Retail	25%	25%	25%	12%	10%	10%	20%	15%	15%
Business	25%	25%	25%	12%	10%	10%	20%	15%	15%
Personal	25%	25%	25%	12%	10%	10%	20%	15%	15%
Computers	25%	25%	25%	12%	10%	10%	20%	15%	15%

Category	ROL with Dotted Border			ROL Ads with Pictures (2.7x2.7 SCM)*		
	Mum, Del & Ban	Che, Kol, Hyd + Pun, Ahm	All other Non Metro centres	Mum, Del & Ban	Che, Kol, Hyd, Ahm	All other Non Metro centres except Pun
Appointments	12%	10%	10%	30%	30%	30%
Auto	12%	10%	10%	30%	30%	30%
Education	12%	10%	10%	30%	30%	30%
Real Estate	12%	10%	10%	300%	300%	300%
Matri	12%	10%	10%	30%	30%	30%
Travel	12%	10%	10%	30%	30%	30%
Retail	12%	10%	10%	30%	30%	30%
Business	12%	10%	10%	30%	30%	30%
Computers	12%	10%	10%	30%	30%	30%
Personal	12%	10%	10%	30%	30%	30%

**Note :**

- For PUNE based editions - 300% premium to be charges on 5 lines
- ROL Ad with Pictures - 300% premium to be charges on 5 lines for Property category
- 50% penalty in case of misuse (In case any text is used in the image area), only pic / logo to be taken in the image area.
- In Matrimonial CD advertisements, no Colour premium for prescribed colour code for Bride and Groom.

# Classifieds Premiums

## For Single Column Display Advertisements

Page Position Premiums (CD's only)	
Positions	Bangalore*
Front Page	100%
Back Page	50%

## For Multi Column Display / Innovation Advertisements

Positions	Page Position Premiums	
	Delhi*	All other Centres
Front Page	Rs. 300 Per Sq.cm.	-
Back Page	-	-
Ear Panels	100%	100%
Pick of the Day	-	50%
Strip Ads	-	20%
Sky bus Ads	-	50%

\*only for STOI editions

Size of Ear Panel's – 5 cm (Width) x 3 cm (Height) = 15 sq.cm.

## For Party Entertainer/ Escort Services/ Massage Parlour

Publication/Edition	% Premium	Publication/Edition	% Premium
TOI Mumbai	100%	ET Hyderabad	100%
TOI Bangalore	200%	ET Pune	300%
TOI Pune	300%	ET Lucknow	100%
TOI Kolkata	70%	ET Kolkata	70%
TOI Ahmedabad	50%	ET Chennai	40%
TOI Hyderabad	100%	ET Madhya Pradesh	NIL
TOI Lucknow	100%	ET Chandigarh	NIL
TOI Chandigarh	NIL	VK Bangalore	200%
TOI Madhya Pradesh	NIL	VK Hubli	200%
TOI WUKT	NIL	VK Mysore	200%
TOI Bihar(Patna Split)	NIL	VK Manglore	200%
TOI Kerala	NIL	VK Gangavati	200%

# Classifieds Premiums

For Party Entertainer/ Escort Services/ Massage Parlour					
Publication/Edition		% Premium	Publication/Edition		% Premium
TOI Kanpur		100%	VK Bagalkot		200%
TOI Nagpur		NIL	VK Shimoga		200%
TOI Bhubaneshwar		NIL	VK Chitradurga		200%
TOI Lucknow @ Allahabad Varanasi		NIL	VK Hassan		200%
TOI Goa		NIL	VK Gulbarga		200%
TOI Mangalore		NIL	VK Belgavi		200%
TOI Dehradun		NIL	Mumbai Mirror		100%
TOI Bangalore@ Hubli		NIL	Pune Mirror		300%
TOI Visakhapatnam		NIL	Bangalore Mirror		200%
TOI Mysore		NIL	Ahmedabad Mirror		50%
TOI Jharkhand		NIL	NBT Lucknow		NIL
TOI Vijaywada		NIL	NBT Mumbai		100%
TOI Bareilly		NIL	MT-Aurangabad		NIL
TOI Kolhapur		NIL	MT-Kolhapur		NIL
TOI Aurangabad		NIL	MT-Mumbai		100%
TOI Rajkot		NIL	MT-Nagpur		NIL
TOI Chennai		40%	MT-Nashik		NIL
TOI Coimbatore		40%	MT-Pune		300%
TOI Madurai/Trichy		40%	MT-Ahmednagar		NIL
ET Mumbai City Run		100%	MT-Jalgaon		NIL
ET Bangalore		200%	Ei Samay		100%
ET Ahmedabad		50%			

# Classifieds CIS

## Property, Education, Services, Shopping, Computers, Vehicles, Travel & Business

Centre	Paid	Free	Total	Consumption Period *	Centre	Paid	Free	Total	Consumption Period *
Delhi, Mumbai, Patna, Kolkata, Jaipur, Chennai, Coimbatore, Lucknow, Bhubaneswar	1	0	1	1	Hyderabad & Vizag	1	0	1	1
	4	1	5	4		2	1	3	2
	7	2	9	8		3	2	5	4
	10	3	13	12		5	3	8	7
	25	8	33	30		7	5	12	9
<b>Additional 19+6 for Lucknow based Publications.</b>					10	10	20	15	Ahmedabad
Bangalore, Mangalore, Mysore & Hubli	3	1	4	4	1	0	1	1	
	8	3	11	10	4	1	5	6	
	10	4	14	12	10	3	13	14	
	14	6	20	17	25	8	33	28	
	26	12	38	30	60	20	80	40	
Bangalore, Mangalore, Mysore & Hubli (Education only)	2	1	3	3	115	40	155	52	
	8	3	11	10	<b>There is no CIS for Chandigarh</b>				
	10	4	14	12	Cochin	1	1	2	2
	14	6	20	17		5	7	12	10
	26	12	38	30		10	15	25	20
Goa, Nagpur, Nashik, Aurangabad, & Jalgaon (Applicable for all categories except Matrimonial, Personal & TNPN)	1	0	1	1	Trichy / Madurai	1	1	2	2
	3	2	5	4	<b>There is no CIS for Chandigarh</b>				
	5	3	8	7	Bhopal	3	3	6	4
	10	7	17	15	<b>There is no CIS for Chandigarh</b>				
	15	11	26	20	<b>There is no CIS for Chandigarh</b>				
	25	20	45	36	<b>There is no CIS for Chandigarh</b>				

**\*For publications that are published once a week, insertions would need to be taken in consecutively.**

# Classifieds CIS

Recruitment				
Centre	Paid	Free	Total	Consumption Period
All Centres other than Delhi, Chandigarh, Patna & Pune	2	1	3	3
	3	3	6	6
Delhi & Patna	4	1	5	6
	7	2	9	10
In Mumbai – only 2+1 is available and there is no CIS for Chandigarh & Pune				

Matrimonial				
Centre	Paid	Free	Total	Consumption Period
All Centres	2	2	4	4
	3	3	6	6
<ul style="list-style-type: none"> <li>• Incentive under headers "Caste No Bar" &amp; "Religion No Bar" - 25%</li> <li>• Client Incentive Scheme is not applicable for Marriage Bureaus.</li> </ul>				

PUNE Centre CIS				
Centre	Paid	Free	Total	Consumption Period
All Categories except Matrimonial, Personal & TNP	3	1	4	3
	8	3	11	11
	15	6	21	17
	20	9	29	22
	50	24	74	52

**\*For publications that are published once a week, insertions would need to be taken in consecutively.**