

All you need to know about  
advertising in Kranti

# ಕ್ರಾಂತಿ



Read Worldwide... Celebrates 50 Years

Advertisement Rate Card W.E.F. 1st June, 2011





### Maximize Your Advertising Impact

With being first to introduce state-of-the-art printing and color capability in entire Karnataka and increased booking flexibility, Kranti with its History of 5 Decades delivers your advertising with even greater impact. Kranti was also the First Kannada Daily to come out in Color and International Broadsheet Format.

### Kranti's Household Coverage Tops Other Major Dailies.

Selling 33 daily papers for every 100 households, Kranti Kannada Daily's North Karnataka coverage is higher than that of any other major market daily newspaper.

**Airtel**

**TATA**

WE'VE BUILT A CAR THAT QUITE LITERALLY ADDS MILES TO ITS MILEAGE. You don't have to take our word for it though. Take your own.

Test drive the Nano. Today. **nano** *now you drive.*

23.5 kmpl - The most fuel efficient car in the country. For a test drive, call 1800 1020 1020 and you could win a chance to win the Nano for 10 days!

**YATA MOTORS**

For further information, please contact: Tulu Nadu - 0824-2511111, Bangalore - 080-2611111, Mysore - 0824-2511111, Shimoga - 0834-2511111, Bidar - 0831-2511111, Gulbarga - 0832-2511111, Raichur - 0837-2511111, Channarayana - 0838-2511111, Channarayana - 0839-2511111, Channarayana - 0840-2511111, Channarayana - 0841-2511111, Channarayana - 0842-2511111, Channarayana - 0843-2511111, Channarayana - 0844-2511111, Channarayana - 0845-2511111, Channarayana - 0846-2511111, Channarayana - 0847-2511111, Channarayana - 0848-2511111, Channarayana - 0849-2511111, Channarayana - 0850-2511111, Channarayana - 0851-2511111, Channarayana - 0852-2511111, Channarayana - 0853-2511111, Channarayana - 0854-2511111, Channarayana - 0855-2511111, Channarayana - 0856-2511111, Channarayana - 0857-2511111, Channarayana - 0858-2511111, Channarayana - 0859-2511111, Channarayana - 0860-2511111, Channarayana - 0861-2511111, Channarayana - 0862-2511111, Channarayana - 0863-2511111, Channarayana - 0864-2511111, Channarayana - 0865-2511111, Channarayana - 0866-2511111, Channarayana - 0867-2511111, Channarayana - 0868-2511111, Channarayana - 0869-2511111, Channarayana - 0870-2511111, Channarayana - 0871-2511111, Channarayana - 0872-2511111, Channarayana - 0873-2511111, Channarayana - 0874-2511111, Channarayana - 0875-2511111, Channarayana - 0876-2511111, Channarayana - 0877-2511111, Channarayana - 0878-2511111, Channarayana - 0879-2511111, Channarayana - 0880-2511111, Channarayana - 0881-2511111, Channarayana - 0882-2511111, Channarayana - 0883-2511111, Channarayana - 0884-2511111, Channarayana - 0885-2511111, Channarayana - 0886-2511111, Channarayana - 0887-2511111, Channarayana - 0888-2511111, Channarayana - 0889-2511111, Channarayana - 0890-2511111, Channarayana - 0891-2511111, Channarayana - 0892-2511111, Channarayana - 0893-2511111, Channarayana - 0894-2511111, Channarayana - 0895-2511111, Channarayana - 0896-2511111, Channarayana - 0897-2511111, Channarayana - 0898-2511111, Channarayana - 0899-2511111, Channarayana - 0900-2511111.



### The Most Effective Advertising Medium in North Eastern Karnataka

Kranti which is celebrating Golden Jubilee Year of its Publication is the best selling newspaper in the Districts of Gulbarga, Bidar, Raichur, Koppal, Bijapur, Bagalkot, Bellary and the best sales tool for reaching prime prospects .

### Readers Worldwide

With innovative E-Paper Kranti is read Worldwide and is favorite of natives of Karnataka who reside in various parts of the Globe.

Circulation:

- \* Gulbarga Edition: 64,000 Copies
- \* Bangalore Edition: 28,000 Copies





### Weekly Sections

#### Employment Guide

Published Monday. All the information regarding Employment Opportunities in India and abroad and Specially in Karnataka. This Section attracts readers who are in Search of Jobs for their Livelihood.

#### Health and Food

Published Tuesday. Articles and features focusing on fitness and exercise, health and wellness, medicine, nutrition and psychology. A guide to good food and fine dining with nutrition news, recipes reviews.



#### Sports.

Published Daily. News and reviews.

#### Entertainment

Published Friday. In depth Coverage and reviews of Kannada Cinema and also of Hindi Film World which is also known as Bollywood.

#### Sunday Review

Published Sunday. Opinion, commentary and in-depth reporting providing a diversity of outlooks of Arts and Culture from distinguished columnists and guest writers. cheerful full color broadsheet section include most popular comic strips and panels.



## Display Advertisement Rates

\* In Rupees Per Square Centimeter

Centre	Black and White			Color	
	Inside	Front	Back	Front	Back
<b>Gulbarga Edition</b> Districts Covered: Multiple Runs which cover Bidar, Gulbarga, Yadagir, Raichur, Koppal, Bijapur, Bagalkot, Bellary, Districts and also Hyderabad and Mehboob Nagar of Andhra Pradesh and Solapur, Latur, Pune and Mumbai of Maharashtra.	150/-	225/-	185/-	300/-	225/-
<b>Bangalore Edition</b> Bangalore, Kolar, Mysore, Chamrajnagar, Mandya, Tumkur, Hassan, Chitradurga, Davanagere, Shimoga, Dharwad.	75/-	115/-	95/-	150/-	110/-
	200/-	300/-	260/-	425/-	310/-

\*25% Extra for any special page position.



## Classifieds & Ear Panels

### Classified Advt Rates

#### Centre

Per Word

#### Gulbarga Edition

Districts Covered:  
Bidar, Gulbarga, Yadagir Raichur,  
Koppal, Bijapur, Bagalkot, Bellary,  
Belgaum and also Hyderabad and  
Mehboob Nagar of Andhra Pradesh  
and Solapur, Latur, Pune and Mumbai  
of Maharashtra.

Rs.500.00  
for Min 30 Words  
Rs. 10/- per  
extra Word

#### Bangalore Edition

Bangalore, Kolar, Mysore,  
Chamrajnagar, Mandya, Tumkur,  
Hassan, Chitradurga, Davanagere,  
Shimoga, Dharwad.

Rs.100.00  
for Min 30 Words  
Rs. 3/- per  
extra Word

#### Combined Rates:

Rs.300/-

### Ear Panels

#### Centres

#### Black & White

#### Color

Gulbarga

Rs.1,500/-

Rs.2,500/-

Bangalore

Rs.750/-

Rs.1,250/-

Combined

Rs.2,100/-

Rs.3,250/-

## Discounts

### Rate Discount

Advertisers may receive a discount of:

- 15% on the second insertion of a full-run ad repeated within seven days;
- 30% on the third through seventh insertion of a full-run ad repeated within seven days.

Repeat ads must run within seven days of the first insertion. For example, if the first ad runs on a Friday, the second through the seventh ads must run before the following Friday.

The discount applies only to charges for space; premiums, color charges, etc. are not discounted. All ads must be on the same order. Repeat insertions must use the original ad with only minor changes (store hours, etc.).

### Agency Commission

15% Commission would be allowed to only recognised Advertising Agencies.

### Technical Data

Size of the Page: 52 cms X 28 cms  
Width of the Column: 3.25 cms  
Full Page has 1456 Square Centimetres  
Screen: 85-100 lpi  
Color transparencies, artworks and ready positives accepted.



### Terms & Conditions

- ▶ All the Charges have to be paid in Advance. In case of approved account bill has to be paid on presentation.
- ▶ Due care will be given to see that the insertions will be made as per schedule, but no guarantee is implied in acceptance of an order.
- ▶ Every endeavour will be made to publish the competitive advertisements as far as possible, but no guarantee can be given in this respect.
- ▶ All the rates are subject to revision without prior notice. The lowest fraction chargeable is one cm.
- ▶ Spl. positions: Five days in advance.
- ▶ *Cancellations*: Three days in advance.

# Digital Ad Preparation and Transmission

## The best way to get your ad to Kranti Kannada Daily

At Kranti Kannada Daily, we're proud to offer you the most advanced and effective means of delivering your advertising to our readers. To that end, we've prepared these guidelines to help you create and transmit your ads. In addition, you'll find helpful information and advice to ensure that your ad looks its absolute best in Kranti.

Under Preparing Your Ads in our Website [www.krantiindia.com](http://www.krantiindia.com), you'll find complete information for creating digital files in a number of different formats, especially in Portable Document Format (PDF), JPEG and PostScript EPS Format.

### Booking Office:

#### Gulbarga

2nd Floor, "Siddharamesh Towers", MSK Mill Road, Gulbarga 585 102

Karnataka - INDIA

Tel: 91-8472-250911, Fax: 91-8472-250395.

### ONLINE BOOKING:

E-mail: [info@krantiindia.com](mailto:info@krantiindia.com), [krantiindia@gmail.com](mailto:krantiindia@gmail.com)



Corporate Office:

**Kranti Kannada Daily, First Floor, "Siddharamesh Towers" MSK Mill Road, Gulbarga 585 102. Tel: 91-8472-250911, 252512. Fax: 91-8472-250395**