

Amar Ujala Classifieds Rate Card

w.e.f. 1st Feb'23



Editions / State Packages	Classified Display (per sq cm)	Classified Run On Words (min. for 25 words)	Per extra word (up to 100 words)
East and Central Uttar Pradesh			
Allahabad	300	1000	40
Gorakhpur	200	700	25
Kanpur	350	1050	40
Jhansi	120	300	10
Lucknow	350	1050	40
Varanasi	360	850	30
East & Central UP All	1000	3500	140
Western Uttar Pradesh			
Agra	400	1300	50
Aligarh	150	650	25
Bareilly	260	950	35
Meerut	330	1050	40
Moradabad	250	1000	30
West UP All	1200	4000	150
Uttar Pradesh All	2000	6000	240
Uttrakhand			
Dehradun	300	1000	40
Nanital	250	800	30
Uttrakhand All	450	1400	55
Himachal Pradesh			
Dhramshala	170	530	30
Shimla	145	430	20
Himachal Pradesh All	260	840	30
Haryana			
Rohtak	60	650	25
Hisar	50	600	20
Karnal	50	600	20
Haryana All	150	900	30
State and Combination Packages			
Chandigarh	120	340	15
Punjab (Jalandhar)	60	200	10
J & K (Jammu)	100	300	10
Delhi (New Delhi)	300	1000	40
North Power*	600	1800	70
West UP + Utt	1500	5000	200
UP + Uttrakhand	2200	7000	260
All Edition	2500	8000	300
Matrimonial Rates			
All Edition	412	1818	150

Paid Free Schemes, Consumption Period and Remarks			
Paid	Free	Consumption Period	Remarks
2	1	29 days	For Matri Also
5	5	60 days	NA for Matri
Premiums and Discounts			
Discount for Statutory Advts (for both ROW & CD)			50%
Colour Premium (for both ROWs and CD)			10%
Double Column CD Premium (Only on CD rates)			10%
Premium for Mobile Tower / Loan & Finance / Massage & Beauty Parlour Advts related ROWs only			50%
Premium on Sexual Consultation and Sex related ROW Advts only			25%
Premium on Friendship category Advts (for both ROW and CD)			150%
Premium for Border (for Run On Word advts only)			10%
Premium for Bold Classified (for Run On Word advts only)			10%
Eye Stopper (for Run On Word advts only)			Rs. 50 per advt

Other Terms & Conditions

- All above mentioned Rates in Rupees for B/W advts.
- Statutory Advts includes Personal Category advts and Public Notices.
- Personal Category includes Disown, Change of Name, Missing Person and Lost & Found Advts.
- Public Notices includes Court Notices, Company Notices, Mutation Notices and Authority Notices.
- Matrimonial Scheme: 2 paid + 1 free only
- Necessary legal documents required for advts like Name Change, Lost and Found, Missing Persons and Public Notices.
- Sizes in Double Column CD: Min. 24.8 sq. cm. - 4 cm (h) x 6.2 cm (w) to Max. 62 sq. cm. - 10 cm (h) x 6.2 cm (w)
- ROW Size: Min. 25 words, Max. 100 words
- Minimum ad size of a CD ad is 12 sq. cm. (4 cm height x 3 cm width)
- Minimum size for CD in Matrimonial is 16 sq cm (4 cm height x 4 cm width)
- All creative and ad matter to conform to legal guidelines.
- North Power* - Delhi, Haryana, Punjab, Chandigarh, Himachal Pradesh and Jammu & Kashmir editions
- 5% GST applicable on all above rates
- For details, Please Contact the undersign:

Focus Block Rates and Coverage details

w.e.f 1st Feb'23



State Packages	Rates (Rs. per sq cm)	Note:
Jammu & Kashmir + Himachal Pradesh + Chandigarh	350	<ul style="list-style-type: none"> Premium - 25% on Loan & Finance, Mobile Tower, Recruitment and Astrology Advts. Friendship and Sex related advts are not allowed in this segment. Scheme Applicable: 1 paid + 1 free (to be consumed within 15 days) Sizes available: 31 sq. cm. - 5 cm (H) x 6.2 cm (W) to 62 sq. cm. - 10 cm (H) x 6.2 cm (W) No Colour Premium for Focus Blocks. All Advts will be published under regular classified segment without any page or position commitment. All creative and ad matter to conform to legal guidelines. North Power* - Delhi, Haryana, Punjab, Chandigarh, Himachal Pradesh & Jammu & Kashmir. All creative and ad matter to conform to legal guidelines. 5% GST applicable on all above rates
Haryana + Punjab + Chandigarh	300	
North Power*	450	
Uttar Pradesh	990	
UP + Uttrakhand	1050	
All Edition	1100	

UTTAR PRADESH			HARYANA	UTTARKHAND
Kanpur Edition	Varanasi Edition	Aligarh Edition	Hisar Edition	Dehradun Edition
Kanpur	Varanasi	Aligarh	Bhiwani	Garhwal
Kanpur Dehat	Azamgarh	Hathras	Fatehabad	Haridwar
Auriya	Ballia	Bareilly Edition	Jind	Rishikesh
Banda	Bhadohi	Bareilly	Sirsa	Roorkee
Chitarkoot	Chandauli	Budaun	Rohtak Edition	Nainital Edition
Etawah	Ghazipur	Lakhimpurkheri	Jhajjar	Almora
Farukhabad	Jaunpur	Pilibhit	Mahendragarh	Bageshwar
Fatehpur	Mau	Shahjahanpur	Rewari	Champawat
Hamirpur	Mirzapur	Moradabad Edition	Sonipat	Pithoragarh
Hardoi	Sonbhadra	Moradabad	Karnal Edition	Udham Singh Nagar
Jalaun	Allahabad Edition	JP Nagar	Ambala	HIMACHAL PRADESH
Kannauj	Allahabad	Rampur	Kaithal	Dharmshala Edition
Mahoba	Kaushambi	Sambhal	Kurukshetra	Bilaspur
Unnao	Pratapgarh	Agra Edition	Panipat	Chamba
Lucknow Edition	Jhansi Edition	Agra	Yamunanagar	Hamirpur
Lucknow	Jhansi	Bharatpur	DELHI	Kangra
Ambedkar Nagar	Lalitpur	Etah	New Delhi Edition	Kullu
Amethi	Gorakhpur Edition	Firozabad	Bulandshahr	Mandi
Bahraich	Gorakhpur	Mainpuri	Faridabad	Una
Balrampur	Basti	Mathura	Ghaziabad	Shimla Edition
Barabanki	Deoria	Meerut Edition	Noida + Gr. Noida	Sirmaur
Faizabad	Gorakhpur Dehat	Baghpat	Gurugram	Solan
Gonda	Kushinagar	Bijnor	Hapur	JAMMU & KASHMIR
Rae Bareli	Mahrajganj	Muzaffarnagar	CHANDIGARH	Jammu Edition
Shrawasti	Sant Kabir Nagar	Saharanpur	Chandigarh Edition	Kathua
Sitapur	Siddharthnagar	Shamli	PUNJAB	Srinagar
Sultanpur			Jalandhar Edition	Udhampur