

# ADVERTISEMENT TARIFF



Effective from April 15, 2017 (Baisakh 2, 2074)

KANTIPUR MEDIA GROUP



## Kantipur - Nepali National Daily

\*Rate Per CC in NRs.

Page	Colour	BW
Jacket (Front + 2nd page) Total Cost	3000000	
Front Page (Solus) [8x15 cc or 4x25 cc]	4900	
Front Page	4400	
Back Page	3300	2200
3rd Page	3200	
4th Page [Rashifal Page]	2000	
5th Page	2600	
1st Business Page	2400	
Business 3rd Page	2000	
Inside Regular	1800	1400
Regional Page (Except Kathmandu Edition)	500	400
<b>CLASSIFIED SECTION</b>		
Classified Display Multi Color	5000	
Classified Display Spot Color	3500	
Classified Display B&W 1 x 5 cc		3000
Classified Line ad per word (Normal)		45
Classified Line ad per word (Bold)		100

\*VAT shall be charged extra as per govt. rule on given tariff



## English National Daily

Page	Colour	BW
Jacket Page	1600000	
Front Page	1600	1400
Back Page	1400	1200
Inside Page	1200	1000
Money	800	600
Escalate		1100
Classified Display B&W 1 x 5 cc		600
Classified Line ad per word (Normal)		40
Classified Line ad per word (Bold)		60

## साप्ताहिक Saptahik - Nepali National Weekly

Page	Colour	BW
Jacket Page	1500000	
Front Page	1400	1000
Back Page	1200	800
3rd Page	1000	700
Inside Page	800	600

## नारी Nari - Nepali Monthly Magazine

Double Cover	240000	Inside Fifth Premium Page	90000
Outside Back Cover	120000	Inside Sixth Premium Page	82000
Inside Front Cover	100000	Inside Seventh Premium Page	86000
Inside Back Cover	100000	Inside Eighth Premium Page	80000
Inside Full Page	75000	Inside Ninth Premium Page	82000
Inside First Premium Page	96000	Half Page	45000
Inside Second Premium Page	85000	1/3 Page	30000
Inside Third Premium Page	90000	1/4 Page	24000
Inside Fourth Premium Page	81000	4 Page Fashion Segment Branding	85000

## नेपाल NEPAL- Nepali Weekly Magazine

Double Cover	120000	Inside Full Page	42000
Outside Back Cover	65000	Inside First Page	46000
Inside Front Cover	50000	Half Page	23000
Inside Back Cover	50000	1/3 Page	15000
Center Spread	70000	1/4 Page	12000

**Frequency Discount in Kantipur daily & The Kathmandu Post:**  
6 Insertions same ad placement in same daily within 30 days: 15% frequency discount  
4 Insertions same ad placement in same daily within 30 days: 5% frequency discount

### Frequency Discount in Saptahik:

6 insertions same ad placement within 60 days: 15% frequency discount  
4 insertions same ad placement within 60 days: 5% frequency discount

Ear Panel Premium: 25% on base rate

**Specific Positions:** Except Front page  
**Island ad:** 3rd page: Rs. 4900.00 per cc  
other pages: Rs. 4400.00 per cc

**Text wrap:** 3rd page: Rs. 7000.00 per cc  
other pages: Rs. 6000.00 per cc

### Size Specifications:

Minimum size requirement for front, third and business 1st page: 60 cc  
and other normal page: 5 cc



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\*Condition apply