

LIST OF ADVERTISEMENT RATES AS PER CONTRACTS ALREADY INTURED  
INTO FOR 1968-69 (1-4-1968 TO 31-3-1969)

Sl. No	Name of daily	Rate per col. Cm.
1	The Keralakaumudi, Trivandrum	Rs.4.50 plus 10% surcharge for classified advts. And Rs.4.50 plus 10% surcharge less 15% for display advts.
2	The Navakeralam, Trivandrum	Rs.2/- less 25% discount plus 10% surcharge
3	The Thaniniram, Trivandrum	Rs.2/- less 15% discount ie. 1.70.
4	The Malayalarajyam, Quilon.	Rs.1.75 less 15% discount 1.48 plus 10% surcharge
5	The Janayugom, do	Rs.2.50 less 15% discount 2.12 plus 10% surcharge
6	The Malayalamanorama, Kottayam	Rs. 8.25 plus 10% surcharts for classified advts. And Rs.8.25 plus 10% surcharge less 15% discount for display advertisements.
7	The Keraladhvani, do	Rs.2/- less 15% discount ie. 1.70.
8	The Deepika, do	Rs. 3/- less 15% discount ie. 2.55.
9	The Keralabhooshanam, do	Rs.2/- less 15% discount ie. 1.70 plus 10% surcharge
10	The Democrat, do	0.40 paise less 25% discount ie. 0.30 paise.
11	The Keralanadanam, Ernakulam	0.80 paise less 15% discount ie. 0.68 paise.
12	The Kerala Times, do	Rs.1.20 less 15% discount ie. 1.02 plus 10% surcharge.
13	The Express, Trichur	Rs.2/- plus 10% surcharge less 15% for display advts. And Rs.2.35 plus 10% surcharge less 15% for For classified Advt.
14	The Thozhilali do	Rs.1 less 15% discount ie Rs. 0.85 paise plus 10% surcharge.
15	The Telegraph, do	0.50 paise plus 10% surcharge.
16	The Jagatsakshi, do	0.80 paise less 25% discount ie. 0.60 paise
17	The Mathrubhoomi, Kozhikode & Ernakulam	Rs.9.75 less 15% for discount ie., Rs.8.29 plus 10% surcharge for classified advts., and Rs.9.03 less 15% discount ie., Rs.7.85 plus 10% surcharge for display advertisements.
18	The Desabhimani, Kozhikode	Rs.3/- for classified advts., Rs.3/- less 15% discount for display advts.
19	The Navajeevan, do	Rs.1.85 less 15% discount ie., Rs.1.57 plus 10% surcharge.
20	The Pradeepam, do	Rs.1/- plus 10% surcharge
21	The Dinamani, Madurai	Rs.7/- do
22	The Swadesamithram, Madras	Rs.4/- do
23	The Navabharat, Mangalore	Rs.2.50 less 15% discount ie., Rs. 2.12 plus 10% surcharge
24	The Indian Express, Madras	Rs. 14.50 plus 10% surcharge
25	The Mail, do	Rs.4.80 plus 10% surcharge
26	The Hindu, do	Rs.14/- do
27	The Indian Express, Bombay	Rs.8.25 do

28	The Free Press Journal, Bombay.	Rs.8/- plus 10% surcharge for display advts. And Rs.10/- plus 10% surcharge for classified advertisements
29	The Time of India, Bombay	Rs.14/- plus 10% surcharge
30	The Statesman, Calcutta	Rs.16/- plus 10% surcharge
31	The Indian Express, New Delhi.	Rs.6/- plus 10% surcharge
32	The Patriot, do	Rs.4/- plus 10% surcharge
33	The Deccan Herald, Bangalore	Rs.5.80 plus 10% surcharge
34	<p>The Hindustan Times, New Delhi</p> <p>Display: Rs.12.80 per single column cm. for a space of 125 or more to be consumed in a year – plus 10% surcharge.</p> <p>Classified: Rs.2.85 per line under the headings auction notice. Business company notices, Educational, Machinery &amp; Tools, Public Notices, Public Appointments. Situation vacant, Tender Notices, Trade Announcements – plus Rs.14/- per single column cm., under classified column over a width of two columns or more – plus 10%.</p> <p>Headlines: Each headline is charged as two lines for billing purposes.</p> <p>Sunday insertions: 20% extra both for display and for classified columns.</p>	
35	The Chandrika, Kozhikode	Rs.2/- less 15% plus 10% surcharge (from 1-5-68 to 31-3-69)
36	The Sudarsanam, Cannanore	Rs.0.50 p.c.cm (from 28-6-68 to 31-3-69)
37	The Viswakeralam, Trivandrum	Rs.1.25 plus 10% surcharge
38	The Pothujanam, Trivandrum	Rs.1.00 plus 10% do
39	The Jai Hind, Ernakulam	Rs.0.60 p.c.cm

Additions, if any, will be intimated later on

Copy of letter No.A3-18174/68/L.Dis. dated 25-09-68 from the Chief Conservator of Forests, To All Conservator of Forests

Sub:- Advertisement tariff rate – Schedule for 1968-69.

A copy of the Advertisement tariff for 1968-69 is enclosed.

Sd/- for Chief Conservator of Forests

Endt. On ML.19756/68 L.Dis. dated 04-10-68

Copy to all Sub Officers and Sections in office and S.S.

For Conservator of Forests, Trichur