

Copy of letter No.9712/D2/72/PR dated 28-06-1972 from the Director of Public Relations, Trivandrum to the Chief Conservator of Forests, Trivandrum.

Sub:- Dailies – advertisement rates for 1972-73 – List furnished.

I am to forward herewith a copy of the advertisement tariff of some of the dailies for the year 72-73. The rates of the remaining dailies will be intimated to you as and when the same has been finalized.

Yours faithfully,

Sd/-
For Director

| Public Relations Department Advertisement rates of daily newspapers as per the contract entered into for 1972-73 | | |
|---|---|--|
| Sl.No. | Name of daily | Rate per col.cm. |
| 1 | Thaniniram, Trivandrum | Rs.2.30 less 15% discount |
| 2 | Thaniniram, Calicut | Rs.1.20 less 15% discount |
| 3 | Thaniniram, Trivandrum & Calicut (Combined edition) | Rs.3/- less 15% discount |
| 4 | Viswakeralam, Trivandrum | Rs.1.56 plus 10% surcharge less 15% discount |
| 5 | Janasabdom, Quilon | Rs.1/- less 15% discount |
| 6 | Malayalamanorama Kottayam & Kozhikode | Rs.14/- plus 10% surcharge less 15% discount |
| 7 | Deepika, Kottayam | Rs.4.50 for classified advertisements and Rs.4.50 less 15% discount for display advertisements |
| 8 | Pouradwani, Kottayam | Rs.1/- less 15% discount |
| 9 | Kerala Times, Ernakulam | Rs.2/- plus 10% surcharge less 15% discount |
| 10 | Express, Trichur | Rs.3.25 plus 10% surcharge less 15% discount |
| 11 | Telegraph, Trichur | Rs.0.80 less 15% discount |
| 12 | Mathrubhumi, Calicut | Rs.15/- plus 10% surcharge less 15% discount for classified advertisements and Rs.14/- plus 10% surcharge less 15% discount for display advertisements |
| 13 | Pradeepam, Calicut | Rs.1/- plus 10% surcharge |
| 14 | Sudarsanam, Cannanore | Rs.1/- less 25% discount |
| 15 | Keralabhooshnam, Kottayam | Rs.2/- plus 10% surcharge less 15% discount |
| 16 | Keralanadanam, Ernakulam | Rs.1.20 less 15% discount |
| 17 | Chandrika, Calicut | Rs.2.75 plus 10% surcharged less 15% discount |
| 18 | Mail, Madras | Rs.5.80 plus 10% surcharge |

| | | |
|----|---------------------------|--|
| 19 | Patriot, New Delhi | Rs.4/- plus 10% surcharge |
| 20 | Indian Express, New Delhi | Rs.9/- plus 10% surcharge Rs.10/- plus 10% surcharge for Sunday Standard |
| 21 | Daily Thanthi, Madras | Rs.11/- (15% discount for display advertisements) |
| 22 | Dinamani, Madurai | Rs.8.50 plus 10% surcharge |
| 23 | Navabharath, Mangalore | Rs.2.50 plus 10% surcharge less 15% discount |
| 24 | Udayavani, Manipal | Rs.2.50 plus 10% surcharge less 15% discount |

Endt. On ML.13815/72 (L.Dis) dt. 20-07-72

Copy to TR, CH, KT, ML, MR, HA, A1 & A2 sections

Copy to stock file

For Conservator of Forests, Trichur.