

Letter No.10029/D2/77/PR dated 5-5-78 from Public Relations (D) Department, Trivandrum.

Sir,

Sub:- Advertisement rates – forwarding of

Ref:- Your letter No.A3-56435/77 dt. 17-3-76

I am to forward herewith a list of the revised advertisement rates in respect of the various dailies and other publications for the year 1977-78. These rates will become effective from 1st April, 1977.

Yours faithfully,

Sd/-
For Director

Endt. On A3-56435/77 dt. 24-5-78.

Copy with copy of enclosure forwarded to all sub-offices for information.

Sd/- for Chief Conservator of Forests

Government of Kerala Department of Public Relations Advertisement rates of daily newspapers as per the contract entered into for 1977-78		
Sl.No.	Name of daily	Rate per col.cm.
1	Kerala Kaumudi, Trivandrum	Rs.10 plus 30% surcharges less 15% discount till D.A. V.P. revision
2	Thaniniram, Trivandrum	Rs.6/- per col. cm (inclusive of all surcharges) less 15% discount
3	Southern star, Trivandrum	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
4	Janayugom, Quilon	Rs.5.25 per col. cm (inclusive of all surcharge) less 5% discount

5	Malayalamanorama, Kottayam	Rs.22.72 per col. cm plus 30% surcharges less 15% discount
6	Kerala Phushanam, Kottayam	Rs.5/- per col. cm (inclusive of all surcharge) less 15% discount
7	Deepika, Kottayam	Rs.10/- per col. cm (inclusive of all surcharge) less 15% discount
8	Theepandam, Alleppey	Rs.2.50 per col. cm (inclusive of all surcharge) less 15% discount
9	Kerala Times, Ernakulam	Rs.4.50 per col. cm (inclusive surcharge) less 15% discount
10	Keralanadam, Ernakulam	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
11	Veekshanam, Cochin	Rs.10.63 per col. cm (inclusive of all surcharge) less 15% discount
12	Geetha, Ernakulam	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
13	Express, Trichur	Rs.7.50 per col. cm (inclusive of all surcharge) less 15% discount
14	Telegraph, Trichur	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
15	Mathrubhumi, Calicut	Rs.22.72 per col. cm (inclusive of all surcharge) less 15% discount
16	Desabhimani, Kozhikode & Cochin (Single Edition)	Rs.5.50 per col. cm (inclusive of all surcharge) less 15% discount
17	Desabhimani, Kozhikode & Cochin (Combined Edition)	Rs.8/- per col. cm (inclusive of all surcharge) less 15% discount
18	Chandrika, Calicut	Rs.6/- per col. cm (inclusive of all surcharge) less 15% discount
19	Janayugam, Calicut	Rs.4.50 per col. cm (inclusive of all surcharge) less 15% discount
20	Viplavam	Rs.1.50 per col. cm (inclusive of surcharge) No discount
21	Udayavani, Manipal	Rs.7.50 per col. cm (inclusive of all surcharge) less 15% discount
22	Viswakeralam, Trivandrum	Rs.8.75 per col. cm (inclusive of all surcharge) less 15% discount
23	Pradeepam, Calicut	Rs.1.75 plus 10% surcharge
24	Telex, Ernakulam	Rs.1.75 per col. cm (inclusive of all charges)
25	Kerala Sree, Alleppey	Rs.2/- per col. cm (inclusive of all surcharge)
26	Makkalkural, Madras	Rs.6.50 per col. cm (inclusive of all surcharge)

27	The Daily Thanthi, Madras	Rs.16/- per col. cm plus 20% discount
28	The Mail, Madras	Rs.9.75 per col. cm (inclusive of all surcharge)
29	Indian Express	Rs.21/- per col. cm plus 30% surcharge (till revision by D.A.V.P.)
30	Navabharath, Mangalore	Rs.2/- per col. cm plus 20% surcharge
31	Kerala Rajyam, Quilon	Rs.2.75 per col. cm (inclusive of all surcharge)
32	Al-Ameen, Calicut	Rs.2.75 per col. cm (inclusive of all surcharge)
33	League Times, Calicut	Rs.2.75 per col. cm (inclusive of all surcharge)
34	Kottayam Times, Kottayam	Rs.2.25 per col. cm (inclusive of all surcharge)
35	Amritha Bazar Pathrika House, Calcutta	Rs.18.50 per col. cm plus 30% surcharges (till revision by D.A.V.P.)
36	Patriot, New Delhi	Rs.8.50 per col. cm No surcharge
37	Hindu, Madras	Rs.38/- per col. cm (inclusive of all surcharges from 1-4-77 to 30-04-77 and Rs.37.80 per col.com (inclusive of all surcharges) from 1-5-77 to 31-03-1978

Endt. On A1-8042/78 Dated 12.6.78

Copy to sections TR/KT/ML/CH & MR & copy to stock file.

For Conservator of Forests, Trichur