

Copy of the letter No.28878/D2/73/PR dated 31-12-1973 from the Director of Public Relations, Trivandrum to the Chief Conservator of Forests, Trivandrum.

Sub:- Advertisements rates of dailies

Ref:- Your letter No. A3.24190/73 dated 30-11-1973.

A reference is invited to the letter cited. The rate of Rs.9/- per col.cum. plus 10% surcharge is applicable only to the New Delhi Edition of Indian Express. Advertisements contract with the Southern Edition (Madurai, Madras, Coimbatore and Vijayawada) of the daily for the year 1973-74 has not so far been finalized. Payment of advertisements charges may therefore be made at the rate of Rs.18.75 per col.com, plus 10% surcharge arrears if any may be paid on finishing the contract. Similarly payment of Dinamani, Madurai may be paid at the rate of 8.50 per col.cum. plus 10% surcharge till the contract for 1973-74 is finalized.

A list of dailies with the rates accepted for 1973-74 is forwarded herewith for your information.

Yours faithfully,

Sd/- for Director

Endt. On A3.24190/73 dt. 09-01-1974 immediate

Copy with copy of enclosure forwarded to all sub officers for information and attention.

For Chief Conservator of Forests

Endt. On A2.1395/74 dated 22-1-1974

Copy to sections A1, KT, TR, CH, MR, ML, & HA for information.

For Conservator of Forests

Public Relations Department

Advertisement rates of daily newspapers as per the contract entered into for 1973-74

Sl.No.	Name of daily	Rate per col.cm.
1	Kerala Kaumudi, Trivandrum	Rs.9.25 less 15% discount
2	Thaniniram, Trivandrum	Rs.2.75 less 15% discount
3	Thaniniram, Calicut	Rs.1.20 less 15% discount
4	Thaniniram, Trivandrum & Calicut (Combined edition)	Rs.3.25 less 15% discount
5	Viswakeralam, Trivandrum	Rs.1.56 plus 10% surcharge less 15% discount
6	Janayugom, Quilon	Rs.3.25 less 15% discount
7	Janayugom, Calicut	Rs.2/- less 15% discount
8	Janasabdam, Quilon	Rs.1/- less 15% discount
9	Malayalamanorama Kottayam & Kozhikode	Rs.18.50 less 15% discount
10	Deepika, Kottayam	Rs.4.95 less 15% discount
11	Kerala Bhushanam, Kottayam	Rs.2/- plus surcharge less 15% discount
12	Powradhwani, Kottayam	Rs.1/- less 15% discount
13	Kerala Times, Ernakulam	Rs.2/- plus 10% surcharge less 15% discount
14	Kerala nadanam, Ernakulam	Rs.1.50 less 15% discount
15	Express, Trichur	Rs.3.25 plus 10% surcharge less 15% discount
16	Telegraph, Trichur	Rs.0.80 less 15% discount
17	Chandrika, Calicut	Rs.2.75 plus 10% surcharge less 15% discount
18	Pradeepam, Calicut	Rs.1/- plus 10% surcharge
19	Deshabhimani, Kozhikode	Rs.3/- plus 10% surcharge (15% discount for display advertisements)
20	Deshabhimani, Cochin	Rs.225/- plus 10% surcharge (15% discount for display advertisements)

21	Deshabhimani, Kozhikode & Cochin	Rs.3.75 plus 10% surcharge (15% discount for display advertisements)
22	Kerala Sree, Alleppey	Rs.0.70 plus 10% surcharge
23	Mail, Madras	Rs.5.80 plus 10% surcharge
24	Patriot, New Delhi	Rs.4/- plus 10% surcharge
25	Indian Express, New Delhi	Rs.5.45 /- plus 10% surcharge Rs.10/- plus 10% surcharge for Sunday Standard
26	Udayavani, Manipal	Rs. 2.50 plus 10% surcharge less 15% discount
27	Daily Thanthi, Madras	Rs.14.55 plus 10% surcharge
28	Mathrubhumi, Kozhikode	Rs.20/- less 15% discount for classified advertisements. Rs.18.50 less 15% discount for display advertisements.