

GOVERNMENT OF KERALA – PUBLIC RELATIONS DEPARTMENT
Advertisement rates of daily newspapers as per the contract entered into for 1977-78

Sl. No	Name of daily	Rate per col. Cm.
1	The Keralakaumudi, Trivandrum	Rs.19.50 per col.cm. (inclusive of all surcharges) less 15% discount.
2	The 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 surcharges) less 15% discount.
4	The Janayugom, Quilon	Rs.5.25 per col.cm. (inclusive of all surcharges) less 15% discount.
5	The Malayalamanorama, Kottayam	Rs.22.72 per col.cm. + 30% surcharges less 15% discount.
6	The Keralabhooshanam, Kottayam	Rs.5/- per col.cm. (inclusive of all surcharges) less 15% discount.
7	The Deepika, Kottayam	Rs.10/- per col.cm. (inclusive of all surcharges) less 15% discount.
8	Theepandam, Alleppey	Rs.2.50 per col.cm. (inclusive of all surcharges) less 15% discount.
9	The Kerala Times, Ernakulam	Rs.4.50 per col.cm. (inclusive of all surcharges) less 15% discount.
10	Veekshanam, Cochin	Rs.10.63 per col.cm. (inclusive of all surcharges) less 15% discount.
11	The Keralanadanam, Ernakulam	Rs.3/- per col.cm. (inclusive of all surcharges) less 15% discount.
12	Geetha, Ernakulam	Rs.3/- per col.cm. (inclusive of all surcharges) less 15% discount.
13	The Express, Trichur	Rs.7.50 per col.cm. (inclusive of all surcharges) less 15% discount.
14	The Telegraph, Trichur	Rs.3/- per col.cm. (inclusive of all surcharges) less 15% discount.
15	Mathrubhoomi, Calicut	Rs.22.72 per col.cm. + 30% S.Cs less 15% discount.
16	The Desabhimani, Kozhikode, Cochin (Single Edition)	Rs.5.50 per col.cm. (inclusive of all surcharges) less 10% discount.
17	The Desabhimani, Kozhikode, Cochin (Combined Edition)	Rs.8/- per col.cm. (inclusive of all surcharges) less 10% discount.
18	Chandrika, Kozhikode	Rs.6/- per col.cm. (inclusive of all surcharges) less 15% discount.
19	Janayugom, Kozhikode	Rs.4.50 per col.cm. (inclusive of all surcharges) less 15% discount.
20	Viplavam, Kozhikode	Rs.1.50 per col.cm. (inclusive of all surcharges) no discount.
21	Udayavani, (Kannada daily) Manipal Pin 576 119	Rs.7.50 per col.cm. (inclusive of all surcharges) less 15% discount.

Copy of Govt. letter No.10029PD2/77/Fin. Dt. 16-6-77 from the Director of Public Relations, Public Relations (A) Department, Trivandrum to the CCF, Trivandrum.

Sub:- Advertisement rates – Forwarding of –

I am to forward herewith a list of the revised Advertisement Rates in respect of the various dailies and other publications for the year 77-78. These rates will become effective from 1st April, 1977.

Sd/-
Director

Endt. On A3-35022/77/K.Dis. dt. -07-77

Copy to CFs and DFOs for information.

Sd/-
For Chief Conservator of Forests

Endt. On L.Dis (A1)14565/77 dt. 2-8-77

Copy to sections TR/KT/ML/CH & copy to Stock file for information.