

Sub:- Advertisement rates for 1974-75

Ref:- Your letter No.A3-24190/73 dt. 30.07.1974

I am to forward herewith a copy of the advertisement rates of dailies accepted for the year 1974-75. The rates of the remaining dailies will be intimated to you when the same is finalized.

Yours faithfully,

Sd/-  
For Director

Endt. On A3/39009/74 dated 14-08-1974.

Copy with copy of enclosures forwarded to all sub offices for information and attention.  
Copy to stock file in A3, copy to R-Section.

Sd/-  
For Chief Conservator of Forests

Public Relations Department Advertisement rates of daily newspapers as per the contract entered into for 1974-75		
Sl.No.	Name of daily	Rate per col.cm.
1	Kerala Kaumudi, Trivandrum	Rs.10/- plus 20% surcharge less 15% discount
2	Viswakeralam, Trivandrum	Rs.2.50 plus 10% surcharge less 15% discount
3	Janayugom, Quilon	Rs.4/- plus 10% surcharge less 15% discount
4	Malayalamanorama Kottayam & Kozhikode	Rs.18.50 plus 20% surcharge less 15% discount for display advt. Rs.20/- plus 20% surcharge less 15% discount for classified advt.
5	Deepika, Kottayam	Rs.6/- plus 20% surcharge less 15% discount
6	Kerala Bhushanam, Kottayam	Rs.2/- plus 20% surcharge less 15% discount
7	Kerala nadanam, Ernakulam	Rs.1.50 less 15% discount
8	Express, Trichur	Rs.5/- plus 10% surcharge less 15% discount
9	Telegraph, Trichur	Rs.1/- (no surcharge)
10	Chandrika, Calicut	Rs.3.50 plus 10% surcharge less 15% discount
11	Kerala Sree, Alleppey	Rs.1/- (no surcharge)
12	Deepam, Ernakulam	Rs.1.80 less 15% discount
13	Mathrubhumi, Kozhikode	Rs.20/- plus 20% surcharge less 15% discount for classified advt. Rs.18.50 plus 20% surcharge less 15% discount for display advt.

14	Kerala Times, Cochin	Rs.3/- plus 20% surcharge less 15% discount
15	Thaniniram, Trivandrum	Rs.3.50 plus 10% surcharge less 15% discount
16	Janasabdham, Quilon	Rs.1.50 less 15% discount
17	Deshabhimani (Single Edition), Calicut & Cochin	Rs.3.50 plus 10% surcharge less 15% discount
18	Deshabhimani (Combined Edition),	Rs.5/- plus 20% surcharge less 15% discount
19	Thaniniram, Calicut	Rs.1.20 plus 20% surcharge less 15% discount
20	Pradeepam, Calicut	Rs.1/- per col. cm plus 10% surcharge
21	Janayugom, Calicut	Rs.2/- per col. cm plus 15% discount
22	Viplavam, Calicut	Rs.1/- plus 10% surcharge
23	Cochin Express, Cochin	Rs.1.25 less 15% discount

Endt. On A1-1542/74 (L.Dis) dt.7-9-74

Copy to sections A2, ML, CH, KT, TR, MR & HA. Copy to Stock file.

For Conservator of Forests,  
Trichur.