

Copy of letter dated 23-06-1971 from the Chief Conservator of Forests, Trivandrum addressed to all sub Officers

Sub:- Dailies – advertisement tariff for 1971-72

Copy of the list of details showing the rates of advertisement charges approved for the year 1971-72 is enclosed. Please acknowledge the receipt of the same.

Yours faithfully,

Sd/-

For Chief Conservator of Forests

Advertisement rates of daily newspapers as per the contract entered into for 1971-72		
Sl.No.	Name of daily	Rate per col.cm.
1	The Keralakaumudi, Trivandrum	Rs.7/- plus 10% surcharge less 15% discount
2	The Thaniniram, Trivandrum	Rs.2.20 charge less 15% discount
3	The Viswakeralam, Trivandrum	Rs.1.56 plus 10% surcharge less 15% discount
4	The Malayalarajyam, Quilon	Rs.2.25 plus 10% surcharge less 15% discount
5	The Janasabdom, Quilon	Rs.1/- less 15% discount
6	The Malayalamanorama, Kottayam and Kozhikode	Rs.14/- plus 10% surcharge less 15% discount
7	The Deepika, Kottayam	Rs.3.50 plus 10% surcharge less 15% discount
8	The Keralabhooshanam, Kottayam	Rs.2/- plus 10% surcharge less 15% discount
9	The Keralanadanam, Ernakulam	Rs.2/- plus 10% surcharge less 15% discount
10	The Deepam, Ernakulam	Rs.1/- less 15% discount
11	The Desabhimani, Ernakulam (Cochin)	Rs.2.25 (with 15% discount for display advertisement) No surcharge
12	The Telegraph, Trichur	Rs.0.80 less 15% discount
13	The Express, Trichur	Rs.3.25 plus 10% surcharge less 15% discount
14	The Mathrubhoomi, Kozhikode & Ernakulam	Rs.15/- plus 10% surcharge less 15% discount for classified advertisement and Rs.14/- plus 10% surcharge less 15% discount for display advertisement.
15	The Pradeepam, Kozhikode	Rs.1/- plus 10% surcharge less 15% discount
16	The Desabhimani, Kozhikode & (combined ediction) Cochin. The Desabhimani, Kozhikode (single ediction)	Rs.3.75 plus 10% surcharge less 15% discount for display advertisements) Rs.3/- (with 15% discount for display advertisements no surcharge.
17	The Viplavam, Kozhikode	Rs.1.40 less 15% discount – No surcharge
18	The Navabharat, Mangalore	Rs.2.50 plus 10% surcharge less 15% discount

19	The Hindu, Madras	Rs.18.25 plus 10% surcharge less 15% discount
20	The Indian Express, Madras	1. Rs.18.75 plus 10% surcharge 2. Rs.20.50 plus 10% surcharge for Sunday Standard
21	The Mail, Madras	Rs.5.80 plus 10% surcharge
22	The Patriot, New Delhi	Rs.4/- plus 10% surcharge
23	The Indian Express, New Delhi.	Rs.6.30 plus 10% surcharge
24	The Indian	Rs.16.80 plus 10% surcharge

Sd/-
Superintendent

/True copy/

For Conservator of Forests,
Trichur.