

Sub:- Dailies – advertisement rates for 1973-74 – List furnished.

Ref:- Your letter No.A3-24190/73 dt. 8-6-73

I am to forward herewith a copy of the advertisement tariff of some of the dailies for the year 72-73. The rates of the remaining dailies will be intimated to you as and when the same has been finalized.

Yours faithfully,

Sd/-

For Director

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	Thaniniram, Trivandrum	Rs.2.75 less 15% discount
2	Thaniniram, Calicut	Rs.1.20 less 15% discount
3	Thaniniram, Trivandrum & Calicut (Combined edition)	Rs.3.25 less 15% discount
4	Viswakeralam, Trivandrum	Rs.1.56 plus 10% surcharge less 15% discount
5	Janayugom, Quilon	Rs.3.25 less 15% discount
6	Janayugom, Calicut	Rs.2/- less 15% discount
7	Malayalamanorama Kottayam & Kozhikode	Rs.18.50 less 15% discount
8	Kerala Times, Ernakulam	Rs.2/- plus 10% surcharge less 15% discount
9	Express, Trichur	Rs.3.25 plus 10% surcharge less 15% discount

10	Telegraph, Trichur	Rs.0.80 less 15% discount
11	Pradeepam, Calicut	Rs.1/- plus 10% surcharge
12	Deshabhimani, Kozhikode	Rs.3/- plus 10% surcharge (15% discount for display advertisements)
13	Deshabhimani, Cochin	Rs.225/- plus 10% surcharge (15% discount for display advertisements)
14	Deshabhimani, Kozhikode & Cochin	Rs.3.75 plus 10% surcharge (15% discount for display advertisements)
15	Kerala Sree, Alleppey	Rs.0.70 plus 10% surcharge
16	Mail, Madras	Rs.5.80 plus 10% surcharge
17	Patriot, New Delhi	Rs.4/- plus 10% surcharge
18	Indian Express, New Delhi	Rs.5.45 /- plus 10% surcharge Rs.10/- plus 10% surcharge for Sunday Standard
19	Udayavani, Manipal	Rs. 2.50 plus 10% surcharge less 15% discount
20	Kerala Kaumudi, Trivandrum	Rs.9.25 less 15% surcharge

Copy of letter No.9955/D2/73/PR dated from the Director of Public Relations, Trivandrum.

Sub:- Government advertisements classifications – General Industrials issue of.

I am to inform you that the advertisements such as tender notice, Auction notices, Notifications inviting applications for appointments and such other Departmental sanction come under classified advertisements. Advertisements on National saving, State Lotteries, Family Planning etc. are display advertisements. Deshabhimani has allowed a discount of 15% for display advertisement only.

Endt. On A3.24190/73 dt. 30-06-73

Copy forwarded to all Divisional Forest Officers, Assistant Conservator of Forests, Conservator of Forests for information.

Sd/-

For Chief Conservator of Forests

Endt. On A2.12640/73 dated 7-7-1973

Copy to sections CM, KT, ML, TR & A1 & Stock file

For Conservator of Forests.