

Copy of Letter No.7086/D2/78/PR dated 29-7-78 from the Director of Public Relations to all Heads of Departments.

Sub:- Advertisement rates for 1978-79 – forwarding of

Ref:- This office letter of even No. dated 7-6-1978

I am to forward herewith a list of the revised advertisement rates in respect of the various dailies and other publications for the year 1978-79. These rates will become effective from 1-4-1978 to 31.03.1978.

The Heads of Departments are requested to communicate the list to their subordinates immediately.

Sd/-
For Director

Endt. On A3-32118/78 dt. 29-07-78.

Copy to All Sub Officers for information
Copy all section in this office and stock file.

Sd/- for Chief Conservator of Forests

Government of Kerala Department of Public Relations Advertisement rates of daily newspapers as per the contract entered into for 1978-79		
Sl.No.	Name of daily	Rate per col.cm.
1	Malayala Manorama (Combined Edition) Kottayam and Calicut	Rs.30/- per col. cm (inclusive of all surcharges) less 15% discount
2	Mathrubhoomi (Combined) Kozhikode and Ernakulam	Rs.29.54 per col. cm (inclusive of all surcharges) less 15% discount
3	Kerala Kaumudi, Trivandrum	Rs.13.56 plus 30% surcharges less 5% discount

4	Desabhimani (Combined) Kozhikode and Ernakulam	Rs.10.80 per col. cm (inclusive of all surcharges) less 10% discount
5	Veekshanam, Ernakulam	Rs.10.63 per col. cm (inclusive of all surcharge) less 15% discount
6	Deepika (Combined) Kottayam and Trichur	Rs.10/- per col. cm (inclusive of all surcharge) less 15% discount
7	Chandrika, Calicut	Rs.6/- per col. cm plus 30% surcharges less 15% discount
8	League Times, Calicut	Rs.3.30 per col. cm (inclusive of all surcharge) less 10% discount
9	Janayugom, Calicut	Rs. 4.50 per col. cm (inclusive of all surcharge) less 15% discount
10	Al-Ameen, Calicut	Rs.2.75 per col. cm (inclusive of all surcharge) less 15% discount
11	Kerala Bhushanam, Kottayam	Rs.5/- per col. cm (inclusive surcharge) less 15% discount
12	Navabharath, Mangalore	Rs.2/- per col. cm plus 20% discount
13	The Mail, Madras	Rs.9.75 per col. cm (inclusive of all surcharge)
14	The Patriot, New Delhi	Rs.3.50 per col. cm (no surcharge)
15	Pradeeonam, Calicut	Rs.1.75 per col. cm plus 10% surcharge
16	Kerala Nadam, Ernakulam	Rs.3/- per col. cm (inclusive of all surcharge) less 5% discount
17	Kottayam Times, Kottayam	Rs.2.25 per col. cm (inclusive of all surcharge)
18	Telegraph, Trichur	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
19	Southern star, Trivandrum	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
20	Theepandam, Alleppey	Rs.2.50 per col. cm (inclusive of all surcharge) less 15% discount
21	Kerala Times, Ernakulam	Rs.4.80 per col. cm (inclusive of all surcharge) less 15% discount
22	Telex, Ernakulam	Rs.1.75 per col. cm (inclusive of surcharge)
23	Murasoli, Madras	Rs.6.60 per col. cm (inclusive of all surcharge)
24	Kerala Rajyam, Quilon	Rs.2.75 per col. cm (inclusive of all surcharge)
25	Express, Trichur	Rs.8/- per col. cm (inclusive of all surcharge) less 15% discount
26	Kerala Pathrika, Trivandrum	Rs.3/- per col. cm (inclusive of all surcharge) less 15% discount
27	Makkal Kural, Madras	Rs.7.20 per col. cm (inclusive of all surcharge)

28	Udayavani, Manipal	Rs.8.75 per col. cm (inclusive of all surcharge) less 15% discount
29	Daily Thanthi, Madras	Rs.21.20 per col. cm (inclusive of all surcharge)
30	Kerala Sree, Alleppey	Rs.2.50 per col.cm. inclusive of all surcharges
31	Geetha, Ernakulam	Rs.3/- per col. cm (inclusive of all surcharge) less 5% discount
32	Hindu, Madras	Rs.11/- per col. cm (inclusive of all surcharge)
33	Swadeshi, Palghat	Rs.1.75 per col. cm (inclusive of all surcharge)
34	Viswakeralam, Trivandrum	Rs.3.75 per col. cm (inclusive of all surcharge)
35	Janmabhoomi, P.D.No.2011, Cochin	Rs.2.25 per col. cm (inclusive of all surcharge) less 15% discount
36	Janayugom, Quilon	Rs.7/- per col. cm (inclusive of all surcharge) less 15% discount
37	Indian Express, Madras	Rs.33.14 per col. cm (inclusive of all surcharge)
38	Sunday Standard, Madras	Rs.38.37 per col. cm (inclusive of all surcharge)

Sd/- Section Officer

Endt. On D5-31447/78 Dated 28.6.78

Copy with forward to Assistant Executive Engineer, Calicut / Trichur and Trivandrum for information and further action.

Copy to DA/HD/D1/D6 for information

For Executive Engineer