

DISPLAY / AUCTIONS

Editions	Colour	
	1-3 Ins or upto 1200 sq.cm	4+ Ins ¹ or more than 1200 sq.cm
Hindustan Times		
Delhi (Metro) Excluding Gurgaon	3100	2800
Delhi (Metro + Upcountry) Excluding Gurgaon	3400	3100
Gurgaon	500	350
Mum	1500	1200
Chd, Pun, Har ***	700	650
UP*	500	500
Bihar	425	425
Jharkhand	400	400
Kol	325	325
Bhopal	300	300
Editions	B&W (1 Ins or more)	Colour (1 Ins or more)
Hindustan		
Bihar + Jharkhand	1800	2500
UP + UT	1600	2250
UP	1450	2025
UT	450	660
Delhi	750	850
Mint/Lounge		
Delhi +Chd	800	800
Mum + Pune	650	650
Ahd	225	225
West (Mum+Pune+Ahd)	800	800
Blr	350	350
Chn	300	300
Hyd	250	250
Kol	300	300
South (Blr+Chn+Hyd)	575	575

* Applicable only if at least 4 insertions are consumed within a period of 45 days
HT=Hindustan Times, **HH**=Hindi Hindustan, **Chd**=Chandigarh, **Mum**=Mumbai, **Blr**=Bangalore, **Kol**=Kolkata, **Chn**=Chennai, **Hyd**=Hyderabad, **Pun**=Punjab, **Har**=Haryana, **Ahd**=Ahmedabad, **UP**=Uttar Pradesh, **UT**=Uttarakhand
 * HT Lucknow edition
 Delhi (Metro): Delhi City, NCR

*** Har: Rest of Haryana excluding the HTD upcountry locations and Gurgaon
 30% premium applicable for political ads
 HT Next (Delhi NCR), is available at a base rate (Col/B&W) of Rs. 400/- per sq cm.
 HT Edge (Delhi NCR), is available at a base rate (Col/B&W) of Rs. 500/- per sq cm.
 Premium loading as applicable

National Packages	Colour	
	1-3 Ins or upto 1200 sq.cm	4+ Ins ¹ or more than 1200 sq.cm
HT (North + East)	4500	4000
Editions	B&W (1 Ins or more)	Colour (1 Ins or more)
Mint/Lounge All Editions	2050	2050

State Packages	Base Rate	Editions and Markets Served
Delhi + Chd, Pun, Har ^a	4800	HT : Delhi (Metro + Upcountry), Gurgaon, Chd, Pun, Har***; HH: Delhi; Mint : Delhi + Chd
Delhi ^a	4500	HT : Delhi (Metro + Upcountry), Gurgaon; HH + Mint : Delhi
Bihar + Jharkhand	2600	HT + HH : Bihar, Jharkhand
UP + UT	2400	HT UP ; HH UP + UT
UP	2250	HT UP ; HH UP

Local Edition Rates	B&W	Colour
HH Lucknow	550	800
HH Kanpur	350	500
HH Varanasi	350	450
HH Allahabad	200	250
HH Gorakhpur	225	300

Local Edition Rates	B&W	Colour
HH Dehradun	350	500
HH Agra	275	350
HH Bareilly	275	350
HH Meerut	275	350

Local Edition rates are valid only in combination with any other stand alone edition, state package or national package

Front Page pointers are available at 2.5 times the applicable per Sq Cm Base rates for Stand Alone, National and State Packages
 For Front Page Pointer available size is : 4 cm (W) x3 cm (H) respectively

TENDERS / CONTRACTS / PUBLIC NOTICE

Editions	B&W	Packages	B&W
Hindustan Times/Mint			
HT : Delhi (Metro + Upcountry)+ Mint : Del + Chd	2075	HT + HH + Mint All	5700
HT Mum + Mint Mum	1450	HT ALL	3300
HT Chd, Pun, Har ***	515	HH ALL	2800
HT UP*	425	HTD + HHD + Mint D	2400
HT Bihar	350	Mint ALL	1325
HT Jharkhand	325		
HT Kol	300		
HT Bhopal	300		
Mint Del + Chd	475		
Mint Mum + Pune	425		
Mint Ahd	200		
Mint West (Mum+Pune+Ahd)	475		
Mint Blr	230		
Mint Chn	230		
Mint Hyd	150		
Mint Kol	230		
Mint South (Blr+Chn+Hyd)	375		
Hindustan			
HH Bihar ¹	1475		
HH UP/UT ¹	1775		
HH Delhi	825		
HH Jharkhand ¹	975		

Colour rates @ 10% premium

Note:

¹ : Advertisers have an option to include corresponding HT edition at no extra cost where available

GENERAL NOTE

Premium Loading (HT, HH, Mint) on applicable Base Rates (Stand Alone or Packages)	Front Page	Back Page	Page 3	Page 5 / 7	Other Page / Position Premium
Main Editions	100%	50%	25%	20%	10%
Supplements	75%	50%	25%	20%	10%

General Note

- For all HT Stand Alone (except : Delhi (Metro), Delhi (Metro + Upcountry), HT Gurgaon, HT Mumbai & HT (North + East)) and State packages (except : those including Delhi) advertisers can avail of B&W option at 20% discount on specified Base Rates. (Applicable only if all releases in packages are in B&W)
- Discounts for B/W advertisements shall however not apply for Pg: 1, 3 and Back page for all HT Stand Alone, State and National packages. Advertisers can however have the option to release B/W advertisements for these pages on specified base rates + applicable premium loading.
- The package rates shall apply only in case of advertisements of equal size (except in Mint where sizes could be different) for the same product /service released by a single agency/client in the same release order. Ad sizes in Mint shall be approximately of the same proportion or lower as compared to advertisements in HT/HH (i.e. a half page in HT/HH corresponds to a half page in Mint and so on). For advertisements of unequal volumes in publications/editions the release for the package shall be costed at the applicable base rate + premium loading, if any, multiplied by the maximum volume consumed in any single publication/edition.
- Advertisements either in main editions or their respective supplements may get excluded from the print runs of the respective HT/HH Next/student editions or HT Edge wherever such editions are being made available.
- All rates are in Rupees per Sq. Cms, unless mentioned otherwise.
- Political ads shall be accepted only against advance payment.
- All Publications booked within a State or National package shall be consumed within 10 days of the appearance of the first advertisement in any publication within the package unless specified differently
- No cancellations of publication(s)/edition(s) shall be allowed within the packages.
- Validity period for slab rates of HT/Supplements starts from the appearance of the first advertisement in any of the publication(s)/edition(s)
- Advertisers can avail Rs. 250 off on Base Rates for state packages if Mint is not included, e.g. For Delhi state package the new Base Rate applicable without Mint would be Rs. 4250 per sq. cm and so on.

- Advertisements appearing in Mint are subject to approvals. Min. size should be 100 sq cm.
- Any other combination of editions except those mentioned in the packages (State/National) shall be charged basis summation of standalone rates of these editions.

Flexibility of advertiser's option between series based vs. volume based incentive slabs

- The advertiser has the option to pre-select incentive slabs either based on the number of insertions in the series route, or based on overall advertisement volume consumption per release order(RO). The route chosen by the advertiser must be pre specified at the time of booking and cannot be interchanged later
- All frequency based incentive slabs shall be applicable only when all advertisements are of equal size (incl. Dealer panel if any), released in a single RO for the same client/product/service by the client/agency
- All volume based incentive slabs shall be applicable only when all advertisements are released in a single RO for the same client/product/service by the client/agency
- Advertiser shall pre specify all the release dates in the RO, and all commitment shall be consumed within a specified time period. The applicable higher slab rate shall apply if the volume or series commitment has not been met within the specified time period

Incentives applicability

- Whenever two or more incentives are applicable, only one of the incentives can be availed.
- The following special category incentives will be applicable in the Main Papers of all our editions of HT and Hindustan. Advertisements promoting National/Social Awareness, Family Planning products, Books & Periodicals, Missing persons: 25% discount on Display rate ads up to size 240 sq. cm. (Placement on specified pages only). Sick Units registered with BIFR/SFC: 25% discount on Display rate. The applicability of these discounts for any particular advertisement - creative will rest solely with, and has to be pre-approved by the publisher.

Charging of advertisement creative

Creative of the advertisement can be of any shape. However, all advertisements will be billed as per the rectilinear area bounding the advertisement.

Cancellation/Postponement charges (for reserved/confirmed orders)

Newspapers	3 days*
HT / HH / Mint (Main Issue/Supplements) - Front Page/Back Page,	25%

* 25% penalty to be charged if there is a cancellation/postponement less than 72 hours from issue finalization.