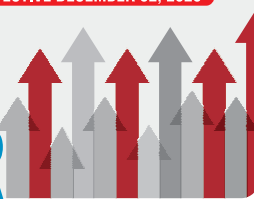


# हिन्दुस्तान

**ADVERTISEMENT RATES**  
EFFECTIVE DECEMBER 02, 2020

# MEDIA MULTIPLIER



## DISPLAY / AUCTIONS/AFR-UFR

	Base Rate	Premium (B&W / Color)		
	Color	Front Page Premium	Page 3, Back Page Premium	Page 5 Premium
HH Bihar + Jharkhand	4050	1650	650	450
HH UP <sup>1</sup> + UT	5365	2335	955	615
HH UP	4930	2125	850	585
HH UT	1000	400	115	75
HH East UP <sup>2</sup>	3300	1650	650	425
HH West UP <sup>3</sup>	3180	1540	640	425
HH Bihar	3125	1550	600	400
HH Jharkhand	1650	700	285	185
HH Delhi	1250	400	120	80
HH Delhi Live	200	200	100	0
HH D Live Add on with HT City DNCR	150	150	75	0

## TENDERS/CONTRACTS/BOARD MEETING NOTICES/FINANCIAL NOTICES

Editions	B&W
HH Bihar	3000
HH UP/UT	7050
HH Delhi & NCR	1800
HH Jharkhand	1700
HH Bihar & Jharkhand	4400
Packages	B&W
HH ALL	8250
ENGLISH + HINDI - ALL INDIA PACKAGE <sup>1</sup>	10560
STAR PACKAGE- HT (DEL+CHD) + MINT (DEL + CHD*) + HH (Delhi, NCR)	4785
HH (Bihar+Jharkhand)+HT^ (Bihar+Jharkhand)	5610
HH (UP+UT)+ HT^^ (CE.UP)	8030
HT ( D,M,C )+ HHD+ MINT (D,M)	6985

Tender Notice : Colour rates @ 10% premium  
Premium for Public Notice Rates: 15% premium over Tender rates;  
Color ads will carry 25% premium over B/W rates.

<sup>1</sup> HT All + MINT All + HH All

\*Tolerance limit on print dimension given by customer is 3.5%\*

HT=Hindustan Times, HH=Hindustan, UP=Uttar Pradesh, UT=Uttarakhand

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

Any guaranteed ads for Sports/ Business Desk shall be charged 10% premium over (Base rate + All applicable premium)

<sup>1</sup>HH UP edition does not include Ghaziabad & Noida  
<sup>2</sup>HH-East UP Edition: Lucknow, Kanpur, Varanasi, Allahabad, Gorakhpur  
<sup>3</sup>HH-West UP Edition: Meerut, Moradabad, Agra, Aligarh, Bareilly, Dehradun, Haldwani

HH Bihar Editions: Patna, Bhagalpur & Muzaffarpur  
HH Jharkhand Editions: Ranchi, Dhanbad & Jamshedpur

Advertisers can avail of B&W option at 20% discount on specified Base Rates only. (Applicable only if all releases in packages are in B&W.)

All rates in Rs. per Sq. cm.