

# TERMS & CONDITIONS


## 1. MATERIAL

- The deadlines for receipt of material for publication, are as follows.
  - For advertisements scheduled in the Main Section : 3 days prior to date of insertion.
  - For Colour ads/front page: 10 days in advance.
- Material required for colour advertisements: 19 sets of colour positives with 19 sets of progressive proofs on ordinary newsprint are to be supplied by the advertiser. If scanning has to be done by us, additional charges (at our rate) will be billed and scanning will be done at the advertiser's risk. No claims for poor reproduction will be entertained.
- Material for B&W Ads: one art pull.
- Translation charges are extra. Rates can be obtained on request.
- Used material will be kept with us for a maximum period of 3 months. Beyond this period, material will be destroyed.

## 2. CANCELLATION:

- The deadline for cancellation instructions are as follows.
- For advertisement scheduled in the Main Section in ordinary position: 3 days prior to date of insertion.
  - For Front Page/Special Position advertisement cancellation notice will be entertained provided we have an alternate booking, failing which space booked will be billed for. Therefore make reservation/ bookings for confirmed scheduled only.
- While every endeavour will be made by publications to avoid carrying of competitive advertisements in close proximity to each other, no guarantee can be given in this respect nor will claims be entertained for free insertions in the event of advertisements of rival products appearing on the same page/issue or facing page.
  - Due care is taken that advertisement shall, as far as possible, appear on the dates specified. But no guarantee is implied in the acceptance of an order and publications will not accept any liability if any advertisement is published on days other than those desired.
  - The management accepts no liability for any loss or damage caused by an error or inaccuracy in the printing or omission to insert any advertisement, or for any damage or loss of art work, art-pulls, or other material supplied for the purpose of advertising. (Material supplied should be collected within 15 days from the date of insertion).
  - The management reserves the right to decline publication of copy/illustrations which in their opinion would disfigure or damage the reputation of the paper or prejudice other advertisements and also to refuse or suspend publication of an advertisement at any stage and under any condition without assigning reasons.
  - The management reserves the right to place the advertisements in any page of any of its sections. No particular page or position will be guaranteed for any advertisement, unless extra charge is paid for the same.
  - Quarter or half cm. measurements are not accepted. Any fraction of a centimeter will be rounded off to the next highest figure. Advertisements exceeding 49 cms. will be charged for a full col. i.e. 53 cms.
  - Due care will be taken to ensure good reproduction. However, the management accepts no responsibility for faulty printing due to defective material supplied or due to circumstances beyond their control and no claims will be entertained for free repeat insertions.
  - The management shall be at liberty to revise the advertisement rates for their publications without any prior notice to the Advertisers/ Advertising Agencies. Prevailing Rates on date of insertion will be applicable.
  - Where credit has been allowed, bills have to be paid strictly by the due date, failing which interest will be charged at 24% p.a. from the date of bills till date of payment.

- All bills with supporting vouchers will be submitted to the Agencies/ Advertisers before the 15th of following month. Any complaint concerning any bill/ voucher cutting will not be entertained unless reported in writing within 15 days of its receipt. On the receipt of such a complaint the matter will be investigated and if considered necessary in the opinion of the management, the same will be rectified. However, the pendency of any such disputed complaint will not be regarded as a sufficient reason or ground for the non payment of bills. If the Agencies/ Advertisers fail to pay the bills within the time stipulated or to comply with the terms and conditions in the tariff card, the management will be at liberty to suspend publication of the advertisement given by the said Agencies/ Advertisers without any notice.
  - The agency and or the Advertiser hereby indemnify AGA PUBLICATIONS LIMITED, the proprietors of VAARTHHA & SWATANTRA VAARTHHA and its employees against all actions, demands, losses, costs, charges, expenses, damages etc. which AGA PUBLICATIONS LIMITED and / or any of its employees may incur or that may arise by reason of the publication of any advertisement on behalf of the Agency and or the Advertiser.
  - The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and no separate acceptance of these conditions is necessary. Conditions stipulated on an Agency's/ Advertiser's order form or elsewhere by an Agency/ Advertiser shall be void so far as they are in conflict with these conditions. The other conditions, if any, in the order forms etc., will not become enforceable unless specifically accepted by the management.
  - Advertisement matter received in English will be translated and published in Hindi in SWATANTRA VAARTHHA unless asked to be published in English. While due care will be taken in translating the English matter and proof reading, no responsibility will be undertaken for any possible change of meaning in the translated text. Proper nouns and technical words will be translated to the nearest meaning.
  - The management does not hold itself responsible for cancellations received late.
  - Box No. responses received for Box No. advertisements will be delivered only on production of casual insertion order/ cash receipt/ bill.
  - every advertisement submitted for publication must provide the name and address of the advertiser clearly though not for publication.
  - Advertisements are accepted in good faith and the company accepts no responsibility whatsoever regarding the bonafides of the advertiser or the nature or contents of the advertisement published.
  - The charges for all advertisements are to be paid in advance except in the case of approved accounts. All bills with supporting voucher cutting will be submitted to the Agencies/ Clients.
  - Only the courts at Hyderabad shall have jurisdiction in case of any dispute or any legal proceedings.
  - No. advertisement will be accepted which offends the provisions of the Drugs & Magic Remedies (Objectionable Ads) Act 1954, the Emblem and Names Act (Prevention of improper use) Acts 1950. The prohibition Act of various States, RBI Rules & Regulations, prize Competitions Act and any relevant Acts that are in vogue. Also per se defamatory Ads (containing derogatory/ offensive language) and Appointment Ads of Private Institutions asking application money are not accepted.
- ### 23. TEAR SHEETS:
- No tear sheets will be supplied for the Classified advertisements including Pellipallaki.
  - Main Edition advt. transferred to District Newspapers, only one District Edition tearsheet will be supplied with the bill.
- These terms & Conditions over rule all earlier Terms & conditions mentioned in our previous rate cards.




**VAARTHHA**  
National Telugu Daily

# ADVERTISEMENT TARIFF

## COMMERCIAL

W.E.F. 1.11.2009



**VAARTHHA**  
National Hindi Daily

Details	MAIN EDITIONS				DISTRICT TABLOIDS				
	Display Sq.cm	Notice/ Financial Sq.CM	EP Colour Front Page 5Hx8W	Classified Per Line	Display Sq. cm width 4 CM	EP 6.5Hx 12 W cm colour no multi discount	VCD only Saturday sq.cm Min 3 cm Max 6.2 cm	Classified of All Days for 5 Lines for Extra Line	
Combined	1500	1570	45000	600					
<b>Telangana Editions</b>	<b>775</b>								
Hyderabad	385	404	15000	350	280	26000	125	310	65
Ranga Reddy					66	8000	46	81	25
Medak					76	10000	46	81	25
Mehaboob Nagar	106	138	6250	115	73	10000	46	81	25
Nalgonda	96	125	6250	110	78	10000	46	66	20
Warangal	142	150	7500	115	98	11700	61	100	25
Nizamabad	106	138	6250	115	73	10500	46	75	25
Adilabad					73	9000	46	75	25
Karimnagar	136	150	7500	130	102	11000	61	105	25
Khammam	106	138	6250	115	79	10500	47	85	25
<b>RAYALASEEMA EDITIONS</b>	<b>425</b>								
Kurnool	102	125	7500	115	85	10500	51	100	25
Anantapur	116	138	6875	115	93	11000	61	85	25
Karnataka					65	6500	36	55	15
Kadapa	102	125	6250	115	81	10500	46	80	25
Tirupathi/Chittoor	136	144	7500	115	103	14600	61	85	25
Tirupathi Town					50	5850	36	85	25
Tamil Nadu					46	5500	31	65	20
<b>CENTRAL ANDHRA EDITIONS</b>	<b>550</b>								
Nellore	98	113	6250	115	79	10000	46	85	25
Ongole/Prakasam	106	138	6250	100	79	10500	46	65	25
Guntur	161	170	8125	150	131	15000	71	125	25
Vijayawada/Krishna	166	181	9375	130	89	10000	41	85	25
Vijayawada City					116	11000	61	120	25
Tadepalligudem/WG	113	144	6250	115	95	10500	51	95	25
<b>NORTH ANDHRA EDITIONS</b>	<b>375</b>								
Rajahmundry/EG	136	156	6250	122	112	11500	55	95	25
Visakhapatnam	161	170	8125	130	64	8500	36	75	25
Vishakhapatnam city					112	13000	56	100	25
Srikakulam	100	113	6250	96	64	9000	36	70	20
Vizayanagaram	-	-	-	-	64	9000	36	70	20

### POSITIONS AND PREMIUMS

	Colour Extra on Basic Rates	B/W Extra on Basic Rates
Front Page Sizes : Basic Min 4H x 33W or 15H x 12.2 W, Max 13H x 33 W or 25H x 16Q	150%	100%
Front Page	150 %	100%
Back Page	100 %	25%
Inside Pages	50%	--
Inside Specified	75%	25%
Single Colour Back Page	50%	--
Navigation Bar : (Min 5x33, Max 10x33)	300%	--

### TABLOID

	Colour Extra on Basic Rates	B/W Extra on Basic Rates
Front Page Sizes : Min 8 Cm x 8.3 cm and Max 8 cm x 25.5 cm Colour : Front Page Back Page and Centre Spread Back Page and any Inside Specify Pages	100% 75% 50%	25%

### MECHANICAL DETAILS

**Main Edition** : Columns per Page - 8, Column Height - 53 cms  
**Tabloid** : Columns 1- 4 cm, 2= 8.3 cm, 3= 12.6 cm, 4= 16.9 cm  
 5=21.2 cm, 6=25.5 cm

### MATERIAL REQUIRED :

**Black & White** : Art Pull/ Zip or CD in Photoshop Tiff Format  
**Colour** : Positives + Progressive Proofs/ Zip or CD in Photoshop Tiff Format

### CLASSIFIED :

**Min lines 5**, Letters per line E-21-T-15, Coloums per Page 8  
 Pelli Pallaki : Min lines 4, Letters per line E-27-T-18, Columns per page 8

## PACKAGES - MAIN EDITIONS

PACKAGE	EDITIONS	DISP	NOTI
DIAMOND	HYD+NZB+WGL+KRM+KMM+NLG+MBNR+ATP+KUR+KDP+TPT+NLR	1200	1230
SAPPHIRE	HYD+NZB+WGL+KRM+KMM+MBN+NLG	775	825
BASRA PEARL	HYD+VIZAG+SKL+VJA+GUN+NEL+TPT+MBNR+NAL	706	740
RUBY	VIZAG+SKL+RJV+TPG+VJA+GUN+OGL	744	775
EMERALD	VJA+GUN+OGL+NEL+TPT+ATP+KUR+KDP	600	660
YEL.SAPPHIRE	VJA+RJV+VSP+GNT+TPG+SKLM	600	530
CORAL	VJA+GNT+KRM+KMM+NZB+WGL	615	645
GOMEDE	VJA+GNT+OGL+RJV+TPG	530	560
CATS EYE	TPT+NLR+OGL+KDP+ATP+KNL	500	530

## SWATANTRA VAARTHA TARIFF in Sq. CM W E F 20.10.08

Edition	EP		Display	Finance	Obituary	Bhaj	Classified			
	Colour	B&W					Regular		Sundays	
							4L	Ad.L	4L	Ad.L
Combined	4600	3200	110	120	35	65	65	15	50	15
Hyderabad	3200	2700	65	75	30	55	55	10	40	10
Vizag	2600	1900	35	45	20	30	45	10	35	10
Nizamabad	2600	1900	35	45	20	30	45	10	35	10

## PACKAGE RATES

HYD+VSP	3600	3100	75	95	30	60	60	15	45	15
HYD+NZB	3600	3100	75	95	30	60	60	15	45	15
NZB+VS	3200	2100	55	75	25	35	50	10	35	10

# A.G.A PUBLICATIONS

No. 396, Lower Tank Bund, Hyderabad - 500 080, Andhra Pradesh.

Phone : 91-40-27644999, 27643994, Fax : 27642512

Website : www.vaartha.com E-mail : info@vaartha.com

## SAMPADA COLOUR ONLY

Inside Page Rs150 Per Sq.Cm, Scheme : 3+1

## HI PAGE IN COLOUR

Hyderabad Ed.Only Rs. 325 Per S.cm

## VAARTHA + SWATANTRA VAARTHA PACKAGE

EDITIONS	C. Rate	P. Rate
V combined+ S V combined	1610	1550
V Hyd Ed + S V Hyd Ed	450	430
V Hyd City + S V Hyd Ed	345	340
V Vizag Ed + S V Vizag Ed	196	180
V Vizag City + S V Vizag	147	135
V NZB Ed + S V NZB Ed	141	130
V NZB city + S V NZB Ed	108	95

## PADIPANTALU

*A Monthly Magazine on Agriculture*

Details	Colour	B&W
Full Page	40000	20000
Half Page	20000	10000
Back Cover	50000	
2 <sup>nd</sup> , 3 <sup>rd</sup> Cover	45000	22500
Centre Spread	80000	40000
Rate : Col. Cm Rs. 200/-		

Column Height is 24.5 cm and width is 4.3cm. Columns to a page are 4 and Overall

Size is 20x26 cm. Print Area is 18.1x24.5 cm and Bleed Size is 20x26cm.

Half Page: Horizontal = 12x18.1 Vertical = 9x24.5 cm, Premium : Specified

Position= 25% and For Colour Bleed=15% extra

## VAARTHA ZONE WISE RATES PER Sq.Cm.:

### HYDERABAD DIST: ZONE & CONSTITUENCY RATES

NAME OF ZONE	ZONE RATE
<b>TARNAKA</b>	<b>67</b>
<b>SECUNDERABAD</b>	<b>67</b>
<b>CHIKKADPALLI</b>	<b>67</b>
<b>ABIDS</b>	<b>67</b>
<b>GOLKONDA</b>	<b>56</b>
<b>BHAGYANAGAR</b>	<b>56</b>
<b>BALANAGAR</b>	<b>76</b>
<b>CYBERABAD</b>	<b>60</b>
<b>AMEERPET</b>	<b>76</b>
<b>MALAKPET</b>	<b>76</b>
CONSTITUENCY	RATE
UPPAL	40
MALKAJGIRI	40
CONTONMENT	35
SECUNDERABAD	40
SANATHNAGAR	35
MUSHEERABAD	50
AMBERPET	30
NAMPALLI	40
GOSHAMAHAL	30
RAJENDRANAGAR	50
KHARVAN	30
CHANDRAYANGUTTA	25
CHARMINAR	25
YAKUTHPURA	25
BAHADURPURA	25
KUKATPALLY	55
QUTHBULLAPUR	55
SHERLINGAMPALLI	45
KHAIRATABAD	40
JUBILEE HILLS	40
L.B.NAGAR	55
MALAKPET	30

### CONSTITUENCY PACKAGE :

**KUKATPALLY + SHERILINGAMPALLI 80**

### DISTRICT WISE ZONE RATES : TELANGAN REGION

DISTRICT	ZONE	RATE
<b>NIZAMABAD</b>	TOWN + ARMOOR	45
	KAMAREDDY	35
	BODHAN	35
<b>ADILABAD</b>	TOWN	30
	MANCHERIAL	35
<b>WARANGAL</b>	TOWN	55
	JANGAON	40
	MAHABOOBABAD	40
<b>KARIMNAGAR</b>	PARKAL	35
	TOWN	45
	GODAVARIKHANI	35
<b>KHAMMAM</b>	JAGITYAL	35
	TOWN	35
	KOTHAGUDEM	30
<b>MAHABOONAGAR</b>	SATTUPALLI	30
	TOWN	40
	GADWAL	35
<b>NALGONDA</b>	NAGARKURNOOL	35
	TOWN	40
	BHONGIR	35
<b>MEDAK</b>	SURYAPET	35
	MIRYALGUDA	35
	TOWN	35
<b>RANGAREDDY</b>	SIDDIPET	35
	SANGAREDDY	35
	VIKARABAD	35
	MEDCHAL	35

### DISTRICT WISE ZONE RATES : COASTAL & RAYALSEEMA REGION

DISTRICT	ZONE	RATE
<b>SRIKAKULAM</b>	SRIKAKULAM	32
	PALAKONDA	32
	TEKKALI	32
<b>VIZAYANAGARAM</b>	VIZAYANAGARAM	32
	PARVATIPURAM	32
<b>VISAKHAPATNAM</b>	TOWN	50
	GAJUWAKA	50
	BHIMILI	40
<b>VISAKHAPATNAM RURAL</b>	ANAKAPALLI	32
	PADERU	32
	NARSIPATNAM	32
<b>WEST GODAVARI</b>	NARASAPURAM	48
	ELURU	48
<b>EAST GODAVARI</b>	KOVVURU	50
	RAJAHMUNDRY	50
	KAKINADA	55
<b>VIJAYAWADA</b>	AMALAPURAM	55
	EAST	55
	WEST	55
<b>KRISHNA</b>	EAST	38
	WEST	38
<b>GUNTUR</b>	TOWN	50
	DELTA	50
	PALNADU	50
<b>ONGOLE</b>	TOWN	40
	MARKAPURAM	40
	KANDUKUR	40
<b>NELLORE</b>	TOWN	40
	KAVALI	40
	GUDURU	40
<b>TIRUPATHI</b>	TOWN	45
	CHITTOOR	40
	MADANAPALLI	40
<b>KADAPA</b>	TOWN	40
	PRODDUTUR	40
	RAJAMPET	40
<b>ANANTHAPUR</b>	TOWN	45
	DHARMAVARAM	45
	PENUGONDA	45
<b>KURNOOL</b>	TOWN	40
	NANDYALA	40
	ADONI	40