



# ADVERTISEMENT TARIFF

Effective from July 19, 2019 (Shrawan 3<sup>rd</sup>, 2076)



Kantipur - Nepali National Daily		
*Rate Per CC in NRs.		
Page	Colour	BW
<b>Jacket</b>		
Premium Days** Jacket	4500000	
Guaranteed Jacket	4000000	
Double Jacket	5000000	
French Window *	5500000	
Non-guaranteed Jacket	3500000	
Flap Jacket	2000000	
<b>Front Page</b>		
Front Page (Solus) [8x15 cc or 4x25 cc or 6x20 cc]	5500	
Front Page [ 3x20 cc , 3x20 cc ] **	4900	
Front Page inside Jacket [8x15 cc or 4x25 cc]	4900	
Front Page inside Jacket [3x20 cc]	4400	
Front Page inside Flap Jacket [8 x 15 cc]	5200	
<b>Other Pages</b>		
Back Page	3300	2200
3rd Page	3200	
5th Page	2600	
Business 1st Page	2400	
Business 3rd Page	2100	
2nd Page	2200	
Inside Regular	2000	1500
3rd Last Page	1800	
Condolence Ad	1800	1400
<b>Province Pages</b>		
Province No. 1	500	300
Province No. 2	300	200
Province No. 3	1700	1400
Province No. 4	500	300
Province No. 5	500	300
Province No. 6-7	300	200
<b>Classified Section</b>		
Classified Display Multi Color	5000	
Classified Display Spot Color	3500	
Classified Display B&W 1 x 5 cc		3000
Classified Line ad per word (Normal)		45
Classified Line ad per word (Bold)		100

THE KATHMANDU POST		
English National Daily		
Page	Colour	BW
<b>Jacket</b>		
Premium Days** Jacket	2200000	
Guaranteed Jacket	2000000	
Double Jacket	2500000	
French Window	2700000	
Non-guaranteed Jacket	1600000	
Flap Jacket	1200000	
<b>Front Pages</b>		
Front Page (Solus) [3x20 cc ]	3300	
Front Page (Solus) [4x25/6x20 cc ]	2200	
Front Page (Solus) [8x15 cc ]	1825	
Front Page	1600	1600
Back Page/3rd page	1500	1300
5th page		1200
Inside Page	1400	1100
Specified page	1450	1150
Escalate	1300	1100
Money (Right hand colour)	1500	1300
Money Front (Left hand)		1100
Classified Display 1 x 5 cc	1000	600
Classified Line ad per word (Normal)		40
Classified Line ad per word (Bold)		60

साप्ताहिक Saptahik - Nepali National Weekly		
Page	Colour	BW
Jacket Page	1500000	
Front Page	1400	1000
Back Page	1200	800
3rd Page	1000	700
Inside Page	800	600

नारी Nari - Nepali Monthly Magazine		
Double Cover/Jacket	50000	Inside Fifth Premium Page 90000
Outside Back Cover	120000	Inside Sixth Premium Page 82000
Inside Front Cover	100000	Inside Seventh Premium Page 86000
Inside Back Cover	100000	Inside Eighth Premium Page 80000
Inside Full Page	75000	Inside Ninth Premium Page 82000
Inside First Premium Page	96000	Half Page 45000
Inside Second Premium Page	85000	1/3 Page 30000
Inside Third Premium Page	90000	1/4 Page 24000
Inside Fourth Premium Page	81000	4 Page Fashion Segment Branding 85000

नेपाल NEPAL- Nepali Weekly Magazine		
Double Cover	120000	Inside Full Page 42000
Outside Back Cover	65000	Inside First Page 46000
Inside Front Cover	50000	Half Page 23000
Inside Back Cover	50000	1/3 Page 15000
Center Spread	70000	1/4 Page 12000

- Frequency Discount in Kantipur daily & The Kathmandu Post:**
    - 6 Insertions same ad placement in same daily within 30 days: 15% frequency discount
    - 4 Insertions same ad placement in same daily within 30 days: 5% frequency discount
  - Frequency Discount in Saptahik:**
    - 6 insertions same ad placement within 60 days: 15 % frequency discount
    - 4 insertions same ad placement within 60 days: 5 % frequency discount
  - Ear Panel (2x5):** Premium 25% on base rate in 1st business & sports page
  - Condolence/Person missing discount :** 20% BW & 25% on Color
  - Size Specifications:** Minimum size requirement for front, third and business 1st page: 60 cc and other normal pages: 5 cc
  - There will not be any jacket on top of guaranteed jacket.**
  - There might be jacket on top of non-guaranteed jacket.**
- \*\* Conformation on space availability.

- Agency should send booking order through mail for the front page, verbal communication would not be entertained.**
- The RO for the front page should be sent on booking date, otherwise booking will be automatically cancelled.**
- Cancellation of advertisement during the given period before publishing date would carry the following charges**

Front Page	Within 4 Days	Within 2 Days	Within 24 hours
	10%	15%	25%
3rd page	-	-	10% (12 noon same day.)
- If booking for full page is received, advertisement with 300 cc or lower size would be shifted to other pages.**
- All client bookings will be kept confidential by the publisher.**
- Rates are subject to change with prior notice.**
- \*\* In case of jacket or flap in kathmandu post, the third page ad may be shifted to back page.
- Government Discount 15%.**
- 10% discount on 2 insertions for full page (Color/BW) within 30 days.**
- \* Only in Kathmandu edition.



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\*VAT shall be charged extra as per govt. rule on given tariff

\*Condition apply

For more creative solutions / innovations / value combo, please contact marketing team.