

ADVERTISEMENT

TARIFF

(All Rates are in Nepali Currency, exclusive VAT)

(Effective from July 17, 2019)

BLACK & WHITE ADVERTISEMENT RATE

	<u>Gorkhapatra</u>	<u>The Rising Nepal</u>
1. All Classifications	Rs.1,300/- per cc	Rs.1,000/- per cc
2. Classified (upto 30 words) (Personal) (Sun, Mon, Tues & Wed)	Rs.10/- per word	Rs.10/- per word
3. Classified display (1x 5 cm) (Personal) (Thu, Fri & Sat)	Rs.1,000/-	Rs.700/-
4. Ear panel		
- Front Page	Rs.12,000/-	Rs.6,000/-
- Other Page	Rs.6,000/-	Rs.4,700/-
Note : A fraction (Measurement) will be 1 CM		
5. Front Page (Minimum Size 3x20 cc / Maximum Size 4x25 cc/Bottom Strip Size 8x5 cc)	Rs.1,800/- per cc	Rs. 1,200/- percc
6. Back Page	Rs. 1,600/- per cc	Rs. 1,100/- per cc
7. Multi Language page	Rs. 1,050/- per cc	--
8. Cancellation Charge : (Within 24 hours)	25%	25%

Supplement

Black and White	Rs.1,300/- per cc	Rs.1,000/- per cc
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FREQUENCY & OTHER DISCOUNT (Except Ear panel/Classified/ Classified Display)

(For same advertisement & same order)

1. Frequency Discount		
- Up to 4 Ins. in a month	10%	10%
- More than 4 Ins. in a month	15%	15%
2. Full Page Discount	10%	10%
3. Simultaneous Discount	10%	10%

COLOUR ADVERTISEMENT RATE

	<u>Gorkhapatra</u>	<u>The Rising Nepal</u>
1. All Classifications	Rs. 1,600/- per cc	Rs. 1,100/- per cc
2. Ear Panel		
- Front Page	Rs. 15,000/-	Rs. 7,000/-
- Other Page	Rs. 9,000/-	Rs. 5,700/-
3. Jacket Front	Rs- 15,00,000/-	Rs. 9,00,000/-
4. Front Page (Minimum Size 3x20 cc / Maximum Size 4x25 cc/Bottom Strip Size 8x5 cc)	Rs. 2,100/- per cc	Rs.1,500/- Percc
5. Third Page	Rs.17,00/-	Rs. 1,150/-
6. Back Page	Rs. 1,800/- per cc	Rs. 1,200/- percc
7. Cancellation Charge: (Within 24 hours)	25 %	25 %

FREQUENCY & OTHER DISCOUNT (Except Ear panel/Classified/ Classified display)

(For same advertisement & same order)

1. Frequency Discount		
- Up to 2 Ins. in a month	5%	5%
- More than 2 up to 4 Ins. in a month	10%	15%
- More than 4 Ins. in a month	15%	20%
2. Full Page Discount	15%	15%
3. Simultaneous Discount	10%	10%

Note : A fraction (Measurement) will be 1 CM

Supplement

Colour	Rs.1,600/- per cc	Rs.1,100/- per cc
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MECHANICAL DETAILS

Width of Column	4 cm
Number of Columns	8
Printing Area	33cmx50cm
Screen	85/65

YUVA MANCH

(A monthly magazine for Youths in Nepali)

BLACK & WHITE

Full Page Inside	Rs. 17,000/-
Half Page Inside	Rs. 9,000/-
Quarter Page Inside	Rs. 5,000/-

COLOUR

Full Page Back Cover	Rs. 45,000/-
Full Page Back Inside	Rs. 35,000/-
Full Page Front Inside	Rs. 40,000/-
Full Page Inside Page	Rs. 28,000/-

(Exclusive VAT)

MECHANICAL DETAILS

Width of Column	5cm.
Number of Columns	3
Printing Area	15cm x 24 cm
Screen	85/65

MADHUPARK

(A monthly literary magazine in Nepali)

BLACK & WHITE

Full Page Inside	Rs. 9,000/-
Half Page Inside	Rs. 5,000/-
Quarter Page Inside	Rs. 3,000/-

COLOUR

Full Page Back Cover	Rs. 17,000/-
Full Page Back Inside	Rs. 14,000/-
Full Page Front Inside	Rs. 14,500/-
Full Page Inside Page	Rs. 12,000/-

(Exclusive VAT)

MECHANICAL DETAILS

Width of Column	7cm
Number of Columns	2
Printing Area	15cm x 24 cm
Screen	85/65

MUNA

(A monthly magazine for children in Nepali)

BLACK & WHITE

Full page Inside	Rs. 9,000/-
Half page Inside	Rs. 5,000/-
Quarter page Inside	Rs. 3,000/-

COLOUR

Back page Cover	Rs. 25,000/-
Back page Inside	Rs. 18,000/-
Front page Inside	Rs. 20,000/-
Inside Page	Rs. 15,000/-

(Exclusive VAT)

MECHANICAL DETAILS

Width of Column	7cm
Number of Columns	2
Printing Area	15cm x 22cm
Screen	85/65

ONLINE

Right Frame Banner (H.240 pxl x W.100 pxl)	Rs. 50,000/Month
Right News Location (Three Advt. Spaces)	Rs.40,000/Space/Month
Near E-Paper	Rs.30,000/Month
Other Three Spaces	Rs.30,000/Space/Month
Bottom Banner (Three Spaces)	Rs.30,000/Space/Month
Whole Bottom Space	Rs.80,000/Month
Photo Feature Advertisement	Rs.20,000/- Per Week

REBATES

FOR MONTHLY MAGAZINES

upto 4 Insertions	15%	(Within One Year)
5 to 9 Insertions	25%	
More than 10 Insertions	35%	

TERMS REGARDING ACCEPTING OF ADVERTISEMENT

1. Advertisements are accepted in good faith, and the Corporation accepts no responsibility whatsoever regarding the bonafides of the advertiser. The Corporation also does not accept any liability for the content of the advertisements, delay, omissions or errors in publication, forwarding replies, etc.
2. Cancellation or alteration of any advertisement before publication (30 hours) is acceptable only upon prior notice in writing. In case the notice is less than 24 hours, 25% shall be charged.
3. Each advertisement must clearly bear the name, signature and address of advertiser.
4. Every effort will be made to insert advertisement on the dates desired. But in case of inability to publish on the earliest possible dates desired, advertisements will be published on the earliest possible dates.
5. Printing mistakes shall not oblige any free reprint. We also cannot assume responsibility for printing errors caused by defective materials supplied by the advertisers/advertising agency.
6. The advertiser/advertising agencies will be solely responsible for the content of the advertisements placed with us.
7. Tariff rates for Indian advertisements will be the same as Nepali advertisements.
8. The Corporation reserves the right to amend, refuse or withhold any advertisement without assigning any reason even if the advertisement has been accepted and paid for.
9. All rates are subject to alteration without prior notice.
10. Only authorised advertising agencies will be offered 15% agency commission.
11. Minimum size of advertisement will be 5 cm.
12. A fraction of a centimeter will be treated as one full centimeter.
13. The Corporation will not be responsible for unsatisfactory reproduction if bromides or negatives supplied are not made according to our stipulated requirements.
14. All copy instructions for advertisements must be accompanied by a photocopy of the advertisement intended for publication. In the event this is not adhered to, the Corporation will not be held responsible for incorrect publication of any advertisement.
15. We reserve the right to cancel advertisements at any time upon default in payment.

Gorkhapatra Corporation

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