



बात भारत की

पञ्चजन्य

www.panchjanya.com



Voice of the Nation

ORGANISER

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TARIFF CARD FOR ADVERTISING

Print Advertisement Specification

Particulars	With Bleed	Without Bleed
Full page	26x19.5 cm	23x17.5 cm
Half Page	13x19.5 cm	11.5x17.5 cm
Strip Ad	5x19.5 cm	3.5x17.5 cm
Center Spread	26x39 cm	23x35 cm
Double Spread	26x37 cm	23x33 cm

* Advertisements Material Deadline:
Every Wednesday Till 4.00PM

Bharat Prakashan (Delhi) Limited

The Address, Plot No. 4B, District Centre, Mayur Vihar Phase-1 Extension, Delhi-110091

Phone: 708 9696 708 • Email: advt@bpdli.in



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साप्ताहिक

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Weekly



PRINT EDITIONS

National Edition Rate Card

AD POSITION	PANCHJANYA	ORGANISER	PJ + ORG (COMBO)
Back Cover	2,00,000	2,00,000	3,50,000
Inside Cover	1,70,000	1,70,000	3,00,000
Full Page (Inside)	1,50,000	1,50,000	2,50,000
Half Page	85,000	85,000	1,50,000
LHP	1,00,000	1,00,000	1,70,000
Double Spread	2,60,000	2,60,000	4,50,000

Focused Supplements with National Edition Rate Card (i.e.: Supplement on Personal Finance, Health, Women)

AD POSITION	PANCHJANYA	ORGANISER	PJ + ORG (COMBO)
Back Cover	1,50,000	1,50,000	2,50,000
Inside Cover	1,25,000	1,25,000	2,00,000
Full Page (Inside)	1,00,000	1,00,000	1,50,000
Half Page	65,000	65,000	1,00,000
LHP	70,000	70,000	1,20,000
Double Spread	2,00,000	2,00,000	3,00,000

Regional Edition Rate Card

AD POSITION	PANCHJANYA	ORGANISER	PJ + ORG (COMBO)
Back Cover	1,20,000	1,20,000	2,00,000
Inside Cover	1,00,000	1,00,000	1,60,000
Full Page (Inside)	80,000	80,000	1,20,000
Half Page	45,000	45,000	70,000
LHP	38,000	38,000	60,000
Double Spread	1,16,000	1,16,000	2,40,000

*All Prices in Indian Rupees (₹)

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Advertisement Property	Size/Type in pixels	Position	HOME PAGE ENGLISH, HINDI		SPECIAL FEATURE PAGE (CULTURE, HEALTH, SPORTS, LIFESTYLE ETC)		ALL STORY PAGES		My State Pages		WORLD PAGES	
			ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA	ORGANISER	PANCHJANYA
Leader Board	728x90	Top Across (below Navigation bar)	₹75K per week	₹75K per week	₹60K per week	₹60K per week	₹40K per week	₹40K per week	₹50K per week	₹50K per week	₹60K per week	₹60K per week
Billboard	970x250	Above Navigation bar)	₹150K per week	₹150K per week	₹100K per week	₹100K per week	₹60K per week	₹60K per week	₹80K per week	₹80K per week	₹100K per week	₹100K per week
Medium Rectangle	300x250	Right Mid	₹50K per week	₹50K per week	₹35K per week	₹35K per week	₹25K per week	₹25K per week	₹30K per week	₹30K per week	₹35K per week	₹35K per week
Web Launch Interstitial	1260x470	Comes first before uploading News content	₹75K per week	₹75K per week	₹60K per week	₹60K per week	₹40K per week	₹40K per week	₹50K per week	₹50K per week	₹60K per week	₹60K per week
In-Banner Board Video	300x250	In Medium rectangle Box	₹50K per week	₹50K per week	₹35K per week	₹35K per week	₹25K per week	₹25K per week	₹30K per week	₹30K per week	₹35K per week	₹35K per week
Native Ads Board	600x400	On pages beyond Home page (30 character description and 25 character title)	₹20K per week	₹20K per week	₹20K per week	₹20K per week	₹15K per week	₹15K per week	₹15K per week	₹15K per week	₹20K per week	₹20K per week
Side Pillar Ads	120x900	Side Two Towers ^	₹250K per week	₹250K per week								

^ (visible in screen size above 12 inches and only on Home Page)

* All advertisements will be on rotational basis

** Rates are valid from 1st March, 2022 till 31st March, 2023

Any Time-slot based Ads are available @200% premium on above mentioned rates of various specifications



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AUDIO & VIDEO

- <https://www.youtube.com/channel/UC3ZdCNFsU3EIU9e23Yy11Cw>
- <https://m.youtube.com/eorganiser/channel/UCajw11ykG9dL20MWkhUZc3Q>

**News/ Contents (Youtube,
bbklive and Podcasts)**

Size/ Type*	Specification/ Dimensions	Dimension/ Technical Specification	ORGANISER	PANCHJANYA
FCT as Pre-roll	Commercial Length 8-10 sec	Video format: (below Quick Time, Weight H.264, 25-30 frames per sec	FCT Cost: ₹100K for 20 Videos (for one week)	FCT Cost: ₹100K for 20 Videos (for one week)
FCT as Mid/ End - roll (content length 8-10 sec)	Commercial Length 8-10 sec	Video format: Quick Time, Weight H.264, 25-30 frames per sec	FCT Cost: ₹75K for 20 Videos (for one week)	FCT Cost: ₹75K for 20 Videos (for one week)
Fixed Banner	L-Shaped		₹5,000 per Video	₹5,000 per Video
Fixed Strip	Horizontal Strip		₹3,000 per Video	₹3,000 per Video
Powered By/ Brought to you By- Tag			₹50,000 for 10 unique Video News / Content Tagging	₹50,000 for 10 unique Video News / Content Tagging
Weekly LIVE Shows Sponsorships		Video format: Quick Time, Weight H.264, 25-30 frames per sec	₹250K per show	₹250K per show

* All the advertisements to be rotational basis

* All the advertisement should be clickable to the client site and report of impressions, clicks should be generate

* All the advertisement should be uploaded through dashboard

* All the creatives (Print, Web, AV) to be provided by client only

* BPDJ offers **Ground Activation, Community Engagement and Reader/Audience Engagement Solutions** as well and can be discussed on case-to-case basis.

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*** Terms & Conditions Apply