

THE DAILY PROTHOM ALO
Advertising Tariff, Print Edition
(Effective from May 01, 2009)

The Daily Prothom Alo has been continuously publishing since November 04, 1998. It was warmly accepted by the different section of readers around the Globe within a short span of publication. As a result Prothom Alo's growth in circulation and readership has broken all previous records in the newspaper industry history in Bangladesh. In reference to January 2009 circulation statistics, average circulation per day of Prothom Alo was more than 4,00,000 which is increasing day by day. Everyday approximately 24,00,000 people read the print edition of Prothom Alo. On the other hand average online readership of Prothom Alo is almost 6,50,000. Besides the impartial and authentic news presentation, Prothom Alo's effort for serving the nation through fulfilling corporate social responsibility is being acknowledged and applauded at home and abroad.

Per Inch-Column Tk. 3,600 (Color) & Tk. 2,400 (B/W) for Display and Inner General Pages

Special Pages

Front Page (Color) (Min. 12 inch-col and Max. 40 inch-col)	Tk. 12,000/=
Back Page (Color) (Min. 6 inch-col)	Tk. 9,600/=
Third Page (Color)	Tk. 8,000/=
Second Page (B/W)	Tk. 4,200/=
Second Page (Color)*	Tk. 6,600/=
Nineteenth Page (Back Inner) (B/W)	Tk. 3,600/=
Nineteenth Page (Back Inner) (Color)*	Tk. 5,400/=
Fifth Page (Color)	Tk. 6,000/=
Seventh Page (B/W)	Tk. 3,600/=
Seventh Page (Color)	Tk. 5,400/=
Ninth Page (B/W)	Tk. 2,700/=
Ninth Page (Color)	Tk. 4,200/=
Sports Page (Color)	Tk. 4,800/=
Center spread (Color)*	Tk. 4,200/=

* Condition applied

All rates are for per inch- column

Additional 25% will be charged for special positions

Spot Advertisements

Front Page per inch-column (Max. 2 inches)	Tk. 25,000/=
Back Page per inch-column (Max. 4 inches)	Tk. 15,000/=
Sports Page per inch-column (Max. 5 inches)	Tk. 6,000/=

Classified Advertisement Rate

Tk. 600 will be charged for the first 15 words and Tk. 30 will be applicable for the next each word. Classified advertisement must be within 40 words. No special heading will be given for classified advertisements. Additional Tk. 100 for the same advertisement for online edition

Every advertisement will stay online for 07 (Seven) days.

Tk. 200 exclusively only for same size of ad in online edition. Duration for this category ad is also 07 (Seven) days.

Tk. 1000 for Birthday Greetings Advertisement (2 inches-column).

Box Service

Tk. 1000 is the rate for receiving letters from Prothom Alo Box Number. Each Box Service is valid for 30 days only.

Weekly Magazine-Chutir Dine: On Saturday

Front Strip (2 inch X 7.75 inch) (Color)	Tk. 50,000/=
Back Cover (Color)	Tk. 75,000/=
Second Cover (Color)	Tk. 65,000/=
Third Cover (Color)	Tk. 60,000/=

Inner General (B/W)	Tk. 35,000/=
Inner General (Color)	Tk. 45,000/=
Center Spread (Color)	Tk. 85,000/=

Stadium: On Sunday

Front Page per inch-column (Color)	Tk. 2,500/=
Back Page per inch-column (Color)	Tk. 2,000/=

Aine Odhikar: On Sunday

Per inch-column (B&W)	Tk. 2,000/=
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Biggyan Projonmo: On Sunday

Per inch-column (B&W)	Tk. 2,000/=
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Dhakai Thaki: On Sunday

Front Page per inch-column (Color)	Tk. 2,400/=
Back Page per inch-column (Color)	Tk. 2,000/=
Inner Page per inch-column (B/W)	Tk. 1,500/=

Weekly Magazine (ROS+ALO): On Monday

Front Strip (2 inch X 7.75 inch) (Color)	Tk. 50,000/=
Back Cover (Color)	Tk. 75,000/=
Second Cover (Color)	Tk. 65,000/=
Third Cover (Color)	Tk. 60,000/=
Inner General (B/W)	Tk. 35,000/=
Inner General (Color)	Tk. 45,000/=
Center Spread (Color)	Tk. 85,000/=

Naksha: On Tuesday

Front Page per inch-column (Color)	Tk. 4,800/=
Back Page per inch-column (Color)	Tk. 4,200/=
Inner Page per inch-column (Color)	Tk. 3,600/=

Narimancha: On Wednesday

Per inch-column (Color)	Tk. 3,000/=
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Shasta Kushal: On Wednesday

Per inch-column (Color)	Tk. 2,500/=
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Bondhu Shobha: On Wednesday

Per inch-column (B/W)	Tk. 2,000/=
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Ananda: On Thursday

Front Page per inch-column (Color)	Tk. 3,500/=
Back Page per inch-column (Color)	Tk. 3,000/=
Inner Page per inch-column (B/W)	Tk. 2,000/=

Anno Alo: On Friday

Front Page per inch-column (Color)	Tk. 3,000/=
Inner Page per inch-column (B/W)	Tk. 2,000/=

Shahitto Shamoyeki: On Friday

Per inch-column (Color)	Tk. 2,500/=
Per inch-column (B/W)	Tk. 2,000/=

Golla Chut: On Friday

Per inch-column (Color)	Tk. 2,300/=
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Projonmo Dot Com: On Friday

Per inch-column (Color) Tk. 2,500/=

Special Supplement: On Special days

Front Page per inch-column (Color) Tk. 4,000/=

Back Page per inch-column (Color) Tk. 3,500/=

Inner Page per inch-column (Color) Tk. 3,000/=

Inner Page per inch-column (B/W) Tk. 2,000/=

Terms & Conditions:

- Prothom Alo preserves the right to Cancel/Hold or publish ad/s one day prior or later from the schedule date of advertisement in case of emergency/unavoidable situation.
- Advertisement release order must be submitted at least 03 days prior and ad matter must be 02 days before publication. No advertisement is acceptable without Release Order.
- For Classified ad/s English word is acceptable in case of e-mail or web address
- Deadline for submitting ad is 5 pm. (for Main section of Print Edition)
- Deadline for submitting ad is at 12 pm 2 days prior publication (For Supplements of Print Edition)
- Booking Cancellation Charges:
Applicable for Front, Back & Page 03
50% if cancel 2 days before publication
75% if cancel 1 day before publication
Applicable for Inner General Page
25% if cancel 2 days before publication
50% if cancel 1 days publication
- 25% Additional costs will be applicable for Political Advertisements.
- In terms of printing quality 25% deviation should be acceptable.
- No complain regarding published advertisement (if any) is acceptable after 24 hours of publication.
- No VAT/Tax will be deducted from the net receivable of Prothom Alo. If any Govt. Tax applicable, it should be added in the bill before deduction.

Remittance Details:

Bank Name : Dhaka Bank Limited
A/C Name : PROTHOM ALO
A/C No : 207-175-66
Branch : Karwan Bazaar, Dhaka
SWIFT code : DHBLBDDH

Contact Information:

The Daily Prothom Alo
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