



The Sentinel Group

Advertisement Tariff, Effective from 1st January 2010

RATE IN SQUARE (X) CM INDIVIDUAL (B&W)		RATE IN SQUARE (X) CM INDIVIDUAL (B&W)	
The Sentinel (Eng) = Rs. 200/- (Guwahati + Dibrugarh + Shillong + Silchar + Itanagar)	Sentinel (Hindi) = Rs. 150/- (Guwahati + Dibrugarh)	Ajir Asom (Assamese) = Rs. 150/- (Guwahati + Dibrugarh)	Dongmusa = Rs. 50/- (Meghalaya)

EAR PANEL			
The Sentinel (Eng) (Col) = Rs. 2500/- The Sentinel (Eng) (B&W) = Rs. 1500/-	Sentinel (Hin) (Col) = Rs. 1500/- Sentinel (Hin) (B&W) = Rs. 1000/-	Ajir Asom (Ass) (Col) = Rs. 1500/- Ajir Asom (Ass) (B&W) = Rs. 1000/-	Dongmusa (Khasi) (Col) = Rs. 1000/- Dongmusa (Khasi) (B&W) = Rs. 750/-

COMBINED RATE	EXTRA CHARGES	Classified Advertisement Rate (Per Word)	Spot Advertisement (Colour)
The Sentinel (Eng) = Rs. 160/- Sentinel (Hindi) = Rs. 120/- } Rs. 280/-	F/P (Colour) = 100 % F/P (B&W) = 50 % B/P (Colour) = 50 % Inside Page (Colour) = 50 % B/P (B&W) = 25 %	The Sentinel (English) = Rs. 15/- Sentinel (Hindi) = Rs. 10/- Ajir Asom (Assamese) = Rs. 10/- Dongmusa (Khasi weekly) = Rs. 10/- Note: Minimum Charges = Rs. 120/-	The Sentinel (Eng) = 5x3.8 = Rs. 4000/- Sentinel (Hindi) = 5x3.8 = Rs. 2500/- Ajir Asom = 5x3.8 = Rs. 2500/- Dongmusa = 5x3.8 = Rs. 1000/-
The Sentinel (Eng) = Rs. 160/- Sentinel (Hindi) = Rs. 100/- Ajir Asom (Ass) = Rs. 100/- Dongmusa (Khasi wkly) = Rs. 40/- } Rs. 400/-	Guaranteed page = 25 % Guaranteed Page & Position = 50 % Bold or Capital Classified ads = 50 %	Note: Minimum Charges = Rs. 120/- (Min. 10 words), Max. No. of Words - 100 Matrimonial, Obituary, Personal, Missing, Lost & Found & In Memoriam	Weather Panel / Spot Advertisement (only in Colour) The Sentinel (Eng) = Rs. 6000 The Sentinel (Hindi) = Rs. 2000 Ajir Asom = Rs. 2000

**No.1 newspaper website
of the North East
www.sentinelassam.com**

WEEKLIES	BLACK & WHITE			COLOUR					
	Magazine	Half page	Full page	C. spread	Half page	Full page	Cover 2-3	Cover 5	C. Spread
<i>Melange (Sunday Magazine)</i>	4500	8000	12000	10000	16000	20000	25000	32000	30000
<i>Purbai (Sunday Magazine)</i>	3000	6000	9000	6000	10000	14000	18000	25000	20000