

## TERMS OF ACCEPTANCE

1. All advertisements will be strictly subject to the approval of the Management.
2. Management reserves the right to decline any advertisement and discontinue further publication without assigning any reason there of.
3. Obscene, Offending and Controversial matters prejudice to public interest are not entertained.
4. The Management accepts no liability for any loss or damage caused by circumstances beyond our control in the printing of Advertisement.

(Business Manager)  
**TAASIR**



## COMMERCIAL ADS TARIFF - KOLKATA

Effective from 1<sup>st</sup> January 2024

# TAASIR

(Urdu Daily, Kolkata)

R.N.I. No. WBURD/2021/87371

### REGD. OFFICE

Hossain Mansion  
G-272/3, Mangra Talab Lane  
Garden Reach, P.O. & P.S. Garden Reach,  
Kolkata -700024 (West Bengal)

### HEAD OFFICE

G-1/374, Daal Mill Road  
Uttam Nagar  
New Delhi 110059, INDIA

Mobile No.+91-9431025219 / 9939247863

Email: [taasirkolkata@gmail.com](mailto:taasirkolkata@gmail.com)

Website : [www.taasir.com](http://www.taasir.com)

## MECHANICAL DETAILS

Page per Issue ----- 8 Pages  
Column per Page ----- 8 Column  
Print Area ----- 52x33 Cm  
Width of Column ----- 4 Cm  
Length of Column ----- 52 Cm  
Machine ----- Web Offset

## PARTICULARS

Language ----- URDU  
Frequency -----DAILY MORNING  
News Agency -----HINDUSTAN SAMACHAR

## MATERIALS REQUIRED

B/W Advertisement ----- Artful Positive & Art Work  
Colour Advertisement ----- Colour, Positive with Proofs

Banker's Cheques or Drafts should be drawn in favour of

## TAASIR

### For RTGS Online Fund Transfer Details:

Payee Name : TAASIR, Name Of Bank : State Bank Of India  
A/C No. : 32863319245, IFS Code : SBIN0003475, Branch Code : 03475  
Type Of A/C : Current Account, Branch : Exhibition Road (Patna, Bihar)  
Payee Mobile No. : 9431025219, Payee e-Mail. : [mdgauhar@gmail.com](mailto:mdgauhar@gmail.com)

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## ADVERTISEMENT RATES

Casual ----- Rs.550/- Per Sq.Cm  
Display ----- Rs.450/- Per Sq.Cm  
Political----- Rs.550/- Per Sq.Cm  
Contractual ----- Rs.250/- Per Sq.Cm  
Minimum (B/W) ----- Rs.400/- Per Sq.Cm  
Minimum (Color)----- Rs.550/- Per Sq.Cm

## CLASSIFIED

Rs.6.00/- (Per Word) Minimum 50 Words

## EAR PANELS Front Page: 5 Cm. x 8 Cm.

Ear Panels ----- Rs.1100=00 Per Panel  
25 Panels ----- Rs.700=0 Per Panel  
50 Panels -----Rs.450=00 Per Panel

## SPEICAL POSITION

Front Page ----- 50% Extra  
Back Page ----- 50% Extra  
Colour Front Page ----- 100% Extra  
Colour Back Page ----- 75% Extra