



ADVERTISEMENT TARIFF

Effective from August 31, 2020 (Bhadra 15th, 2077)



कान्तिपुर

Kantipur - Nepali National Daily

*Rate Per CC in NRs.

Page	Colour	BW
Jacket		
Premium Days Jacket	4500000	
Guaranteed Jacket	4000000	
Double Jacket	5000000	
French Window *	5500000	
Non-guaranteed Jacket	3500000	
Flap Jacket	2000000	
Front Page		
Front Page (Solus) [8x15 cc or 4x25 cc or 6x20 cc]	5500	
Front Page [3x20 cc , 3x20 cc] **	4900	
Front Page inside Jacket [8x15 cc or 4x25 cc]	4900	
Front Page inside Jacket [3x20 cc]	4400	
Front Page inside Flap Jacket [8 x 15 cc or 6x20 cc]	5200	
Other Pages		
Back Page	3300	2200
3rd Page	3200	
5th Page	2600	
Business 1st Page	2400	
Business 3rd Page	2100	
2nd Page	2200	
Inside Regular	2000	1500
3rd Last Page	1800	
Condolence Ad	1800	1400
Province Pages		
Province No. 1	500	300
Province No. 2	300	200
Province No. 3	1700	1400
Province No. 4	500	300
Province No. 5	500	300
Province No. 6-7	300	200
Classified Section		
Classified Display Multi Color	5000	
Classified Display Spot Color	3500	
Classified Display B&W 1 x 5 cc		3000
Classified Line ad per word (Normal)		45
Classified Line ad per word (Bold)		100

नारी Nari - Nepali Monthly Magazine

Double Cover/Jacket	50000	Inside Fifth Premium Page	90000
Outside Back Cover	120000	Inside Sixth Premium Page	82000
Inside Front Cover	100000	Inside Seventh Premium Page	86000
Inside Back Cover	100000	Inside Eighth Premium Page	80000
Inside Full Page	75000	Inside Ninth Premium Page	82000
Inside First Premium Page	96000	Half Page	45000
Inside Second Premium Page	85000	1/3 Page	30000
Inside Third Premium Page	90000	1/4 Page	24000
Inside Fourth Premium Page	81000	4 Page Fashion Segment Branding	85000

For more creative solutions / innovations / value combos, please contact marketing team.

For details contact:



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E-mail: marketing@kmg.com.np

THE KATHMANDU POST

English National Daily

Page	Colour	BW
Jacket		
Premium Days Jacket	2200000	
Guaranteed Jacket	2000000	
Double Jacket	2500000	
French Window	2700000	
Non-guaranteed Jacket	1600000	
Flap Jacket	1200000	
Front Pages		
Front Page (Solus) [3x20 cc]	3300	
Front Page (Solus) [4x25/6x20 cc]	2200	
Front Page (Solus) [8x15 cc]	2000	
Front Page [3x20 cc , 3x20 cc] **	1800	1600
Back Page/3rd page	1700	1500
Inside Page	1500	1400
Classified Display 1 x 5 cc	1000	600
Classified Line ad per word (Normal)		40
Classified Line ad per word (Bold)		60

● Frequency Discount in Kantipur daily & The Kathmandu Post:

6 Insertions same ad placement in same daily within 30 days: 15% frequency discount

4 Insertions same ad placement in same daily within 30 days: 5% frequency discount

● Ear Panel on Kantipur daily (2x5): Premium 25% on base rate in 1st business & sports page.

● Condolence/Person missing discount : 20% BW & 25% on Color

● Size Specifications: Minimum size requirement for front, third and business 1st page: 60 cc and other normal pages: 5 cc

● There will not be any jacket on top of guaranteed jacket.

● There might be jacket on top of non-guaranteed jacket.

● The front and 3rd page booking will be confirmed only after receipt of the release order (RO)

● Cancellation of advertisement during the given period before publishing date would carry the following charges

	Within 4 Days	Within 2 Days	Within 24 hours
Front Page	10%	15%	25%
3rd page	-	-	10% (12 noon same day.)

● If booking for full page is received, advertisement with 300 cc or lower size would be shifted to other pages.

● All client bookings will be kept confidential by the publisher.

● Rates are subject to change with prior notice.

** In case of jacket or flap in kathmandu post, the third page ad may be shifted to back page.

● Government Discount 15%.

● 10% discount on 2 insertions for full page (Color/BW) within 30 days.

* Only in Kathmandu edition.

● The Kathmandu Post special pages: Escalate, Money, Wheels, Black Board, Destination, Tech/Gadgets, Health, Weekender. The Rate will be 25% of the base rate.

** Confirmation on space availability.

*VAT shall be charged extra as per govt. rule on given tariff

*Condition apply