

item_t ype	item_i d	item_name	specification	Rate
Advertisement in print media	1	Palli Dak	Newspaper daily (local); Rate per col cm.	18/-
	2	Arambagh Patrika	Newspaper daily (local); Rate per col cm.	25/-
	3	Rishra Samachar	Newspaper daily (local); Rate per col cm.	20/-
	4	Mukhapatra	Newspaper daily (local); Rate per col cm.	20/-
	5	Cosmetic	Newspaper daily (local); Rate per col cm.	18/-
	6	New Pallyjower	Newspaper daily (local); Rate per col cm.	18/-
	7	Arambagh Times	Newspaper daily (local); Rate per col cm.	18/-
	8	Halfil Khabor	Newspaper daily (local); Rate per col cm.	20/-
	9	Swasthya Shilpa Sanskriti	Newspaper daily (local); Rate per col cm.	18/-
	10	Chanditala Sangbad	Newspaper daily (local); Rate per col cm.	16/-
	11	Chikan	Newspaper daily (local); Rate per col cm.	18/-
	12	Hooghly Dak	Newspaper daily (local); Rate per col cm.	20/-
	13	Ganapragati	Newspaper daily (local); Rate per col cm.	18/-
	14	Swapna Sabuj	Newspaper daily (local); Rate per col cm.	16/-
	15	Sangramik	Newspaper daily (local); Rate per col cm.	20/-
	16	Hooghly Sangbad	Newspaper daily (local); Rate per col cm.	18/-
	17	Paribartak	Newspaper daily (local); Rate per col cm.	20/-
	18	The East & South Times	Newspaper daily (local); Rate per col cm.	18/-
	19	Balagarh Barta	Newspaper daily (local); Rate per col cm.	18/-
	20	Sanghati Chetana	Newspaper daily (local); Rate per col cm.	18/-
	21	Varasa	Newspaper daily (local); Rate per col cm.	16/-
	22	Balar Katha	Newspaper daily (local); Rate per col cm.	18/-
	23	Antarjagat	Newspaper daily (local); Rate per col cm.	15/-

	24	Satkahan	Newspaper daily (local); Rate per col cm.	25/-
	25	Mahamilan Patrika	Newspaper daily (local); Rate per col cm.	16/-
	26	Samachar	Newspaper daily (local); Rate per col cm.	18/-
	27	Sanjher Pradip	Newspaper daily (local); Rate per col cm.	18/-
	28	Maffussal Bani	Newspaper daily (local); Rate per col cm.	25/-
	29	Swasthya Bhabna Masik	Newspaper daily (local); Rate per col cm.	18/-
	30	Khas Samachar	Newspaper daily (local); Rate per col cm.	16/-
	31	Khabarer Jagat	Newspaper daily (local); Rate per col cm.	15/-
	32	Ai Yug Ai Samay	Newspaper daily (local); Rate per col cm.	15/-
Advertisement in electronic media	33	Sangbad Pratidin	Bengali daily; Rate per sq. cm. Notification No. 1293-ICA(N) dt. 25.5.15 of Director of Information & Ex-Officio Jt. Secretary	375/-
	34	Aajkal	Bengali daily; Rate per sq. cm.	122.50/-
	35	Khabar 365 Din	Bengali daily; Rate per sq. cm.	125/-
	36	Kalam	Bengali daily; Rate per sq. cm.	200/-
	37	Ei Samay	Bengali daily; Rate per sq. cm.	255/- (T) 375/-
	38	Uttarbango Sambad	Bengali daily; Rate per sq. cm.	191/-
	39	Uttorer Saradin	Bengali daily; Rate per sq. cm.	37.50/-
	40	Bartaman	Bengali daily; Rate per sq. cm.	328.32/-
	41	Janpath Samachar	Hindi daily; Rate per sq. cm.	92/-
	42	Ssanmarg	Hindi daily; Rate per sq. cm.	87.50/-
	43	Rajasthan Patrika	Hindi daily; Rate per sq. cm.	14.25/-
	44	Business Standard(Kol)	Hindi daily; Rate per sq. cm.	47/- (T) 54/- (D)
	45	Janasatta(Kol)	Hindi daily; Rate per sq. cm.	34.25/-
	46	Salam Duniya	Hindi daily; Rate per sq. cm.	42.80/-
	47	The Asian Age (Kol)	English daily; Rate per sq. cm.	40.50/-
	48	The Asian Age (All)	English daily; Rate per sq. cm.	121.75/-
	49	The Times of India(Kol)	English daily; Rate per sq. cm.	1260/- (D) 795/- (T)
	50	The Times of India(All)	English daily; Rate per sq. cm.	4004/- (T)
	51	Business line (Kol)	English daily; Rate per sq. cm.	53/- (T) 69/- (D)
	52	Business line (All)	English daily; Rate per sq. cm.	238/- (T) 525/- (D)
	53	Business Standard(Kol)	English daily; Rate per sq. cm.	98/- (D) 140/- (T)
	54	Business Standard(All)	English daily; Rate per sq. cm.	553/-
	55	Indian Express (Kol)	English daily; Rate per sq. cm.	34.25/-
	56	Financial Express (Kol)	English daily; Rate per sq. cm.	19.94/-

	57	Hindustan Times (Kol)	English daily; Rate per sq. cm.	213/-
	58	Himalaya Darpan	Nepali daily; Rate per sq. cm.	106.25/-
	59	The Echo of India	Rate per sq. cm. (40% extra for colour)	30/- (B&W)
	60	Duranta Barta	Rate per sq. cm. (No extra charge for colour)	60/-
	61	Akhbar-E-Mashriq	Rate per sq. cm. (50% extra for colour)	175/- (B&W)
	62	Millenium Post	Rate per sq. cm	200/-B&W 300/- (Colour)
	63	Tara TV (MUZIK)	TV Channel; per 10 seconds	500/-
	64	High News	TV Channel; per 10 seconds	200/-
	65	Colors Bangla	TV Channel; per 10 seconds	1507/-
	66	R Plus	TV Channel; per 10 seconds	323/-
	67	News Time	TV Channel; per 10 seconds	500/-
	68	Kolkata TV	TV Channel; per 10 seconds	500/-
	69	CTVN	TV Channel; per 10 seconds	250/-
	70	24 Ghanta	TV Channel; per 10 seconds	1500/-
	71	Taza TV	TV Channel; per 10 seconds	500/-
	72	Akash Bangla	TV Channel; per 10 seconds	1000/-
	73	Sangeet Bangla	TV Channel; per 10 seconds	421/-
	74	Onkar TV	TV Channel; per 10 seconds	235/-
	75	ETV News	TV Channel; per 10 seconds	750/-
	76	Manthan	TV Channel; per 10 seconds	50/-
	77	Siti Cable(Siti Channel + Bolywood)	TV Channel; per 10 seconds	50/-(Both same)
	78	ABP Anand	TV Channel; per 10 seconds	323/-(from 6am to 11.59am 519/-(from 12noon to 16.59pm 714/-(from 5pm to
	79	Tara Newz	TV Channel; per 10 seconds	300/-
	80	Incoda TV	TV Channel; per 10 seconds	109/-
	81	Star Jalsa	TV Channel; per 10 seconds	6000/-
	82	Zee Bangla	TV Channel; per 10 seconds	3500/-
	83	Red 93.5FM	Radio; per 10 seconds	340/-
	84	Aamar 106.2FM	Radio; per 10 seconds	298/-
	85	Friends 91.9FM	Radio; per 10 seconds	434/-
	86	Oye 104.8FM	Radio; per 10 seconds	247/-
	87	Radia Mirchi 98.3FM	Radio; per 10 seconds	425/-
	88	Big 92.7FM	Radio; per 10 seconds	485/-
	89	Radio One 94.3FM	Radio; per 10 seconds	100/-
	90	Fever 104FM	Radio; per 10 seconds	340/-
	91	Radio Misty	Radio; per 10 seconds	100/-