



ADVERTISEMENT RATES

Effective from 1st January, 2024

Display Advertisement	Rate per single Col. Inch
Front Page (Maximum size 80 col. inc)	Tk. 16,000/- (Colour) Tk. 12,000/- (B/W)
Back Page (Maximum size 80 col. inc)	Tk. 12,000/- (Colour) Tk. 8,000/- (B/W)
Page 3	Tk. 10,000/- (Colour) Tk. 6,000/- (B/W)
Sports Page (Maximum size 80 col. inc)	Tk. 7,500/- (Colour) Tk. 5,000/- (B/W)
Business Page (Maximum size 80 col. inc)	Tk. 7,500/- (Colour) Tk. 5,000/- (B/W)
Other Inner Pages	Tk. 6,000/- (Colour) Tk. 4,500/- (B/W)

Liner / Band : Colour (Minimum 6 months contract)		
Front Page	(1.5" x 8/c)	Tk. 21,000/- per insertion
Back Page	(1.5" x 8/c)	Tk. 16,000/- per insertion
Sports Page	(1.5" x 8/c)	Tk. 14,000/- per insertion
Business Page	(1.5" x 8/c)	Tk. 14,000/- per insertion

Spot : Colour (Minimum 6 months contract)		
Front Page	(2" x 2/c)	Tk. 11,000/- per insertion
Back Page	(2" x 2/c)	Tk. 9,000/- per insertion
Sports Page	(2" x 2/c)	Tk. 7,000/- per insertion
Business Page	(2" x 2/c)	Tk. 7,000/- per insertion

Display Advertisement		Rate per single Col. Inch
Panel : Colour (Minimum 6 months contract)		
Front Page	(1.65" x 3.5")	Tk. 13,000/- per insertion
Back Page	(0.75" x 3")	Tk. 9,000/- per insertion
Sports Page	(1.5" x 3")	Tk. 5,500/- per insertion
Business Page	(1.5" x 3")	Tk. 5,500/- per insertion
Inner Page	(1.5" x 3")	Tk. 3,500/- per insertion

Different Categories	
Inner Pages Notice : Legal, Public, Appeal, Tender, Auction, Trademark, Announcements, Conference, Meeting, Attention, AGM, EGM, PSI, Career Opportunity/Vacancy	Tk. 4,500/- (B/W)

Financial Statement	Tk. 2,500/- (B/W)
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Birthday, Book, Magazine, Good Luck, Scholarship, Affidavit, Good Wishes, To-Let, Purchase Sale, Tuition, Lost, Theatre	Tk. 1,500/- (B/W)
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Government Advertisement	
Front Page - 100% extra on govt. approved rate	
Back Page - 50% extra on govt. approved rate	
Each additional colour - 15% extra	



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