

New Advertisement Rates for The Daily Star

[Effective from July 01, 2015]

Display Advertisement	Rate Saturday to Thursday per single col. Inch	Rate Friday per single col. Inch
Front Page Minimum size 12 col. Inch Maximum size 64 col. Inch	Fixed BDT 13,500/- (4 Colour) (No Black & White Advt.)	Fixed BDT 14,500/- (4 Colour) (No Black & White Advt.)
Back Page Minimum size 4 col. Inch Maximum size 80 col. Inch	Fixed BDT 10,500/- (4 Colour) (No Black & White Advt.)	Fixed BDT 11,500/- (4 Colour) (No Black & White Advt.)
Page-3	Fixed BDT 7,500/- (4 Colour) (No Black & White Advt.)	Fixed BDT 8,500/- (4 Colour) (No Black & White Advt.)
Page-5	Fixed BDT 6,000/- (4 Colour) BDT 4,500/- (B/W)	Fixed BDT 7,000/- (4 Colour) BDT 5,500/- (B/W)
Page-7	Fixed BDT 4,800/- (4 Colour) BDT 3,600/- (B/W)	Fixed BDT 5,300/- (4 Colour) BDT 4,100/- (B/W)
Business Page	Fixed BDT 6,000/- (Front Page Colour) Fixed BDT 4,500/- (Back Page Colour) BDT 4,000/- (Inner Colour) BDT 3,000/- (Inner B/W)	Fixed BDT 7,000/- (Front Page Colour) Fixed BDT 5,500/- (Back Page Colour) BDT 4,500/- (Inner Colour) BDT 3,500/- (Inner B/W)
Other Inside Pages	Fixed BDT 4,200/- (4 Colour) BDT 3,200/- (B/W)	Fixed BDT 4,700/- (4 Colour) BDT 3,600/- (B/W)
Career Opportunity/ Job search, Notice (Tender, legal, announcement, Affidavit)	BDT 3,300/-(Color) BDT 2,400/-(B/W)	BDT 3,800/-(Color) BDT 2,800/-(B/W)
Birthday, To-Let, Purchase, Sale, Tuition, Lost, Theatre	Per col-Inch BDT 1,000/- upto 2 col-inch, over 2 col-inch BDT 2,000/- Per col-inch (B/W) BDT 3,000/- Per col-inch (4 colour)	Per col-Inch BDT 1,200/- upto 2 col-inch, over 2 col-inch BDT 2,500/- Per col-inch (B/W) BDT 3,500/- Per col-inch (color)

Govt. Advertisement

Front Page 100% Extra on Govt. Approved Rate
Back Page 50% Extra on Govt. Approved Rate

Side Panel: 1.5" x 1.5" Front Page (4 Colour only No B/W Advt.) (Minimum 6 months contract)	BDT 15,000/- per insertion
Panel: 1.5" x 6.429" Back Page (4 Colour only No B/W Advt.) (Minimum 6 months contract)	BDT 15,000/- per insertion
Panel: 1.5" x 3" Business Page (Minimum 3 months contract)	BDT 10,000/- per insertion (4 Colour)
Side Panel: 1.5" x 3" Sports Page (Minimum 3 months contract)	BDT 5,000/- per insertion (4 Colour)
Box Number Service Charge	BDT 1000/-

General Information:
(Full page measurement in col. inch)

Page Type	Col.	Inch.	Col. Inch
Main News Paper	8	20.5	164
Life Style/ Shout/ Showbiz/ Star Weekend	6	12	72

Life Style	Front Page	BDT 6,500/- (Per Col. Inch)
	Front Inner	BDT 4,500/- (Per Col. Inch)
	Back Page	BDT 5,500/- (Per Col. Inch)
	Back Inner	BDT 4,500/- (Per Col. Inch)
	3rd page	BDT 3,500/- (Per Col. Inch)
	Inner Page	BDT 2,500/- (Per Col. Inch)

[Only Colour Advt. No B/W]

SHOUT	Front Page	BDT 4,000/- (Per Col. Inch)
	Back Page	BDT 3,000/- (Per Col. Inch)
	Front Inner Page	BDT 2,500/- (Per Col. Inch)
	Back Inner Page	BDT 2,500/- (Per Col. Inch)
	Inner Page	BDT 2,000/- (Per Col. Inch)

[Only Colour Advt. No B/W]

Showbiz	Front Page	BDT 5,000/- (Per Col. Inch)
	Back Page	BDT 4,000/- (Per Col. Inch)
	Front Inner Page	BDT 3,000/- (Per Col. Inch)
	Back Inner Page	BDT 3,000/- (Per Col. Inch)
	Inner Page	BDT 2,000/- (Per Col. Inch)

[Only Colour Advt. No B/W]

STAR WEEKEND	Front Page	BDT 4,500/- (Per Col. Inch)
	Back Page	BDT 3,500/- (Per Col. Inch)
	Front Inner Page	BDT 2,500/- (Per Col. Inch)
	Back Inner Page	BDT 2,500/- (Per Col. Inch)
	Inner Page	BDT 2,000/- (Per Col. Inch)

[Only Colour Advt. No B/W]

For advertisements from abroad

1. Front Page	US\$ 210 (Per col Inch) 4 Colour.
2. Back Page	US\$ 160 (Per col Inch) 4 Colour.
3. Page 3	US\$ 130 (Per col Inch) 4 Colour.
4. Inner Page	US\$ 90 (Per col Inch) 4 Colour.
5. Inner Page	US\$ 75 (Per col Inch) Black & White



Front Page	US\$ 100 (Per Col. Inch)
Front Inner	US\$ 70 (Per Col. Inch)
Back Page	US\$ 80 (Per Col. Inch)
Back Inner	US\$ 70 (Per Col. Inch)
Inner 3rd page	US\$ 50 (Per Col. Inch)
Inner Page	US\$ 40 (Per Col. Inch)

[Only Colour Advt. No B/W]
[For advertisements from abroad only]



Front Page	US\$ 60 (Per Col. Inch)
Back Page	US\$ 45 (Per Col. Inch)
Front Inner Page	US\$ 30 (Per Col. Inch)
Back Inner Page	US\$ 30 (Per Col. Inch)
Inner Page	US\$ 25 (Per Col. Inch)

[Only Colour Advt. No B/W]
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Front Page	US\$ 75 (Per Col. Inch)
Back Page	US\$ 60 (Per Col. Inch)
Front Inner Page	US\$ 45 (Per Col. Inch)
Back Inner Page	US\$ 45 (Per Col. Inch)
Inner Page	US\$ 30 (Per Col. Inch)

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Front Page	US\$ 70 (Per Col. Inch)
Back Page	US\$ 50 (Per Col. Inch)
Front Inner Page	US\$ 40 (Per Col. Inch)
Back Inner Page	US\$ 40 (Per Col. Inch)
Inner Page	US\$ 30 (Per Col. Inch)

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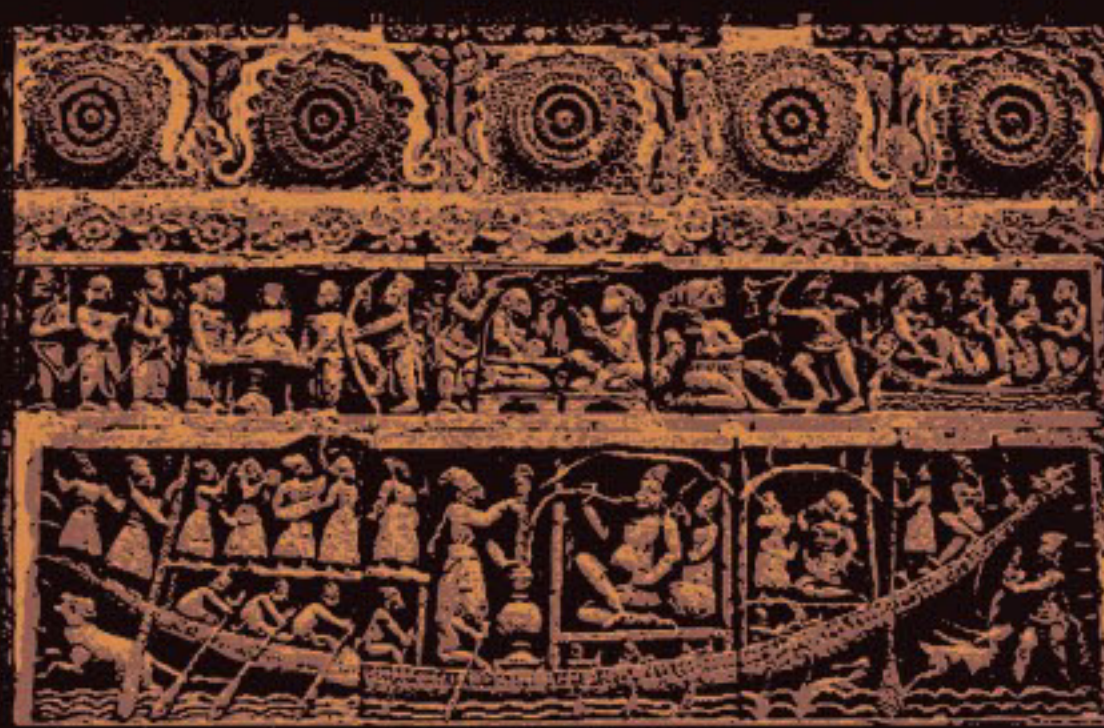
The Rates are subject to change and will be notified through our newspaper

The Daily Star



CELEBRATING LIFE 2015

Theme: Celebrating the HERITAGE of Bangladesh



Celebrating the
Heritage
of Bangladesh

Express yourself and share your
FILMS | PHOTOGRAPHS | LYRICS
Deadline : 30 July 2015

Send your application before
30 July 2015

Rafi Hossain
THE DAILY STAR
64-65 Kazi Nazrul Islam Avenue,
Dhaka 1215

Details at: www.CelebratingLifeBD.com &
Facebook: Celebrating Life Contests

Partners

