

ANNEXURE 6

Details of Publications of the JiyoParsi Advertisements – November 2014 Onwards

Sr No	Publications	Page Size	Total sqc	Card Rate (In Rs)	Rates being paid (In Rs)	Ins	Total Cost Target (In Rs)
1	Jam-e- Jamshed	Tabloid - Weekly	Full Page	55,000	30,000	16	4,80,000
2	Parsi Times	Tabloid- Weekly	Full Page	22,500	10,200	16	1,63,200
3	Parsiana	Magazine - Fortnightly	Full Page	18,900	12000	16	1,92,000
4	Afternoon	Tabloid - Daily	Full Page	40,000	25,465	4	1,01,860
	GRAND TOTAL						9,37,060