

KUENSEL RATE CARD
 answers to all your advertisement questions



Revised in March 2003

Conditions

1. The Corporation reserves the right to modify the advertisement in accordance with standards acceptable to the Newspaper and the Corporation.
2. The advertiser or his advertising agency will indemnify the Corporation against claims, actions, demands, losses, costs and expenses in respect of advertiser or his advertising agency.
3. All rates are subject to adjustment at one month's notice.
4. The Corporation reserves the right to destroy all transparencies, negatives or other artwork, after a period of one month, unless instructions have been received to the contrary from advertisers or their agents.
5. Complaints about advertisements, if any, must be brought to the Corporation's attention within two weeks of publication date; otherwise they will not be entertained.
6. All advertisement accounts must be settled within 30 days of invoice date.
7. Payment should be made to the Kuensel Corporation Ltd., Thimphu.
8. The Corporation reserves the right to reject or cancel any advertisement.
9. The placing of an order in writing will be deemed an acceptance of these conditions.
10. The Advertisements should reach our office three days before the date of publication.
11. Cancellation charge of 20% of the total advertisement cost will be imposed for any advertisement already accepted by the corporation.

Payments

1. T.T - (Clients outside Bhutan)
 Kuensel Corporation Ltd.
 A/c No. CD (62)
 Bank of Bhutan Ltd.
 Main Branch
 Thimphu : Bhutan
2. Crossed Demand Draft (Clients outside Bhutan)
 Kuensel Corporation Ltd.
 Thimphu : Bhutan
 (Through State Bank of India)
3. Crossed Cash Warrant (Clients within Bhutan)
 Kuensel Corporation Ltd.
 Thimphu : Bhutan
4. Fax Money Order - (Clients within Bhutan)
 The Managing Director
 Kuensel Corporation Ltd.
 Thimphu : Bhutan

For more details contact

1. The Advertisement Department,
 Kuensel Corporation Ltd.
 Post Box 204,
 Thimphu
 Tel.# 00975 - 02 - 326191/333137/
 PABX 02 - 322483/324688/322134
 Fax: 00975 - 02 - 326638/322975
 E-mail: advertisement@kuensel.com.bt
 Website: www.kuenselonline.com
2. Liaison Office, Phuentsholing
 Fax/Tel: 00975 - 05 - 252927
3. Regional office, Kanglung
 Trashigang Bureau
 Tel: 00975 - 04-535500
 Fax: 00975 - 04-535501

Bhutan's National Newspaper, Kuensel, is published every Saturday and Wednesday from Thimphu by the Kuensel Corporation Ltd.

It is distributed throughout the country by a string of sales agents appointed in all the Dzongkhags, Dungkhags and towns, while our subscribers overseas are regularly fed through mail service/e-mail.

Kuensel readers are, generally, people with highly placed social and economic standing within the community and expatriates, posted in diplomatic missions, international organisations and multinational companies. All are well educated and are typically an influential group.

Advertising opportunity :

Kuensel offers advertisers an unrivalled coverage of the Kingdom with a unique opportunity to reach a wide section of audience. The high quality of the Kuensel readership - top and middle managers, senior government officials, professionals, white collar workers - guarantees our advertisers that their products and services reach the right market.

Mechanical Data :

Page size (Print area) : 37.8 cm x 26.7 cm.
Computer composed,
Offset printed

Ad. material accepted : Art work, Email,
Negatives, Transparencies,
copy instructions and
photographs.

Copy deadline : Three days in advance.

Discounts:

30% Discount for	51 or more insertions in a year
25% "	" 39-50 insertions
20% "	" 26-38 insertions
15% "	" 16-25 insertions
10% "	" 3-15 insertions

Display Dimensions :

Page size (Print area) : 37.8 cm x 26.7 cm
Column per page : 5 columns
Columns widths (Acceptable art work width) :

1 Column	-	4.9 cm
2 Columns	-	10.4 cm
3 Columns	-	15.8 cm
4 Columns	-	21.2 cm
5 Columns	-	26.7 cm
Column height	-	37.8 cm

Black & White Display Rates :

1.	Per column centimeter	:	Nu. 270.00
2.	Minimum size acceptable as a display ad	:	5 cm
3.	Full page (37.8 cm x 26.7 cm)	:	Nu. 39,488.00
4.	Half page (93 cc)	:	Nu. 23,438.00
5.	Quarter page (46.5 cc)	:	Nu. 11,800.00
6.	Front page footer (3.8 cm ht x 6.3 cms wd)	:	Nu. 5,000/- per insert

Spot colour Display Rates :

1.	Full page	:	Nu. 46,200.00
2.	Half page	:	Nu. 30,030.00
3.	Quarter page	:	Nu. 20,246.00

Full colour Display Rates :

1.	Full page	:	Nu. 71,400.00
2.	Half page	:	Nu. 46,876.00
3.	Quarter page	:	Nu. 30,600.00

All display rates are for Dzongkha and English editions

Extra charges :

1.	Page facing editorial (page 3)	:	25%
2.	Back page	:	25%
3.	Page 2 (editorial)	:	20%
4.	Financial ads., Balance Sheet, Chairman's Report, prospectus etc.	:	10%

City bytes:

City Bytes is a full colour four paged city edition in English published every Saturday as a section in Kuensel and circulated throughout the country. We aim to give a wide coverage on city life, fashion, lifestyle, movies etc and exclusive platform for advertisers to advertise in colour at affordable rates.

Mechanical dimensions:

Print size	-	26 X 37 cm
1 column	-	8 cm
2 column	-	17 cm
3 column	-	26 cm
Column height	-	37 cm

City bytes rates:

1.	Per column centimeter	:	Nu. 530.00
2.	Minimum size acceptable as a display ad	:	5 cm X 1 column
3.	Full page (37 cm x 26 cm)	:	Nu. 52,000.00
4.	Half page (93 cc)	:	Nu. 28,000.00
5.	Quarter page (46.5 cc)	:	Nu. 15,000.00

Premium Charge : 20% on front page

Classified Column :

Rate : Nu. 10 per word

Any ad with maximum 50 words and a minimum cost of Nu. 100.

Supplements :

Felicitations - Single edition :

	Black & White	Spot Colour	Full Colour
1. Full page	Nu. 25,000.00	Nu. 30,000.00	Nu. 40,000.00
2. Half page	Nu. 13,000.00	Nu. 16,000.00	Nu. 21,000.00
3. Qtr. page	Nu. 7,000.00	Nu. 9,000.00	Nu. 11,000.00

Combined edition (Dzongkha & English) minimum 2 pgs. required

Full page	Nu. 30,000	Nu. 35,000	Nu. 45,000
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Normal Supplement* (minimum of 2 pgs. required)

	Black & White	Spot Colour	Full Colour
One edition	Nu. 30,000.00	Nu. 35,000.00	Nu. 45,000.00
Combined edition	Nu. 35,000.00	Nu. 40,000.00	Nu. 50,000.00

(Dzongkha & English)

Creative Supplement* (minimum of 2 pgs. required)

	Black & White	Spot Colour	Full Colour
One edition	Nu. 35,000.00	Nu. 40,000.00	Nu. 50,000.00
Combined edition	Nu. 40,000.00	Nu. 45,000.00	Nu. 55,000.00

(Dzongkha & English)

* per page cost

Online Rates:

1. Banner ads or box-ads, annually	:	Nu. 30,000.00
2. Half-yearly	:	Nu. 16,000.00
3. Quarterly	:	Nu. 8,500.00
4. Monthly	:	Nu. 3,000.00