



Bhutan's first nationwide daily

KUENSEL

THAT THE PEOPLE SHALL BE INFORMED



ADVERTISING RATE CARD

Effective from 27th April, 2009

KUENSEL, Bhutan's first nation-wide daily is published six days in a week from Monday to Saturday from Thimphu and Kanglung by **KUENSEL** Corporation Ltd.

In our effort to inform, educate and entertain, **KUENSEL** reaches the farthest corners of the kingdom everyday. Every edition is new and fresh and as eagerly sought by the readers. **KUENSEL** weekender provides a special focus on youth and urban issues.

KUENSEL subsidises distribution, not profit from it. **KUENSEL** has become an inevitable reading for decision makers, bureaucrats, armed personnel, private entrepreneurs and students. They are typically an influential group.

KUENSEL's readership is not limited to Bhutan. Readers around the world are regularly fed through www.kuenselonline.com, mail service/e-mail, pdf version etc.

[Kuenselonline](http://kuenselonline.com) has the most vibrant discussion forum which attracts people from diverse professions and walks of life.

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ADVERTISING OPPORTUNITY:

- **KUENSEL** offers advertisers an unrivalled coverage of the Kingdom with a unique opportunity to reach a wide section of audience on the day of publication.
- 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.
- **KUENSEL** ads have immediacy. Short deadlines permit quick responses.
- People expect to find advertisement in **KUENSEL**. In fact, many people buy **KUENSEL** just to read the ads.
- Reading **KUENSEL** has become a habit for most families. It has something for everyone.
- You can reach different segments of your market by placing your ads in different sections of **KUENSEL** such as: home, world/region, literary, editorial, opinion etc.
- **KUENSEL** advertiser has flexibility in terms of ad size and placement.
- **KUENSEL** offers a great variety of ad sizes. Even if you don't have a large budget, you can still run a series of small ads.
- **KUENSEL** offers many options: text alone; text with graphics; black and white; or full colour.
- **KUENSEL** supplements often feature certain subjects that readers pull out and save.

ACCEPTED MATERIAL



PSD files



JPG IMAGES



DISCOUNT Packages:

Social discount

Package discount

Series discount

DISPLAY DIMENSIONS:

Page size (Print area) : 29.5 cm x 22.5 cm
Column per page : 5 columns
Column width (Acceptable art work width) : 22.5 cm

1col : 4 cm
2 col : 8.5 cm
3 col : 13 cm
4 col : 18cm
5 col : 22.5 cm
Column height : 29.5 cm

AD. MATERIAL ACCEPTED : PDF, PSD files, copy instructions, photographs, emails, JPG images.

COPY DEADLINE : At least two days prior to publication date.

EXTRA CHARGES : 10% for financial report like Balance Sheet.

SPECIAL PACKAGE*

4 insertions + 1 free
8 insertions + 2 free
12 insertions + 3 free

DISCOUNT PACKAGES*

35% discount for 65 and more insertions
30% “ “ 51-64 insertions
25% “ “ 39-50 insertions
20% “ “ 26-38 insertions
15% “ “ 16-25 insertions
10% “ “ 4-15 insertions
5% “ “ 2-3 insertions

** Has to be indicated in writing and is applicable if used within one year.*

FULL COLOUR
DISPLAY



SPOT COLOUR DISPLAY

BLACK & WHITE
DISPLAY



DISPLAY RATES:

Full colour

	Single edition	Combined edition
Full Page	Nu. 66,400.00	Nu. 71,400.00
Half Page	Nu. 40,876.00	Nu. 46,876.00
Qtr Page	Nu. 22,600.00	Nu. 26,600.00
Front page footer	Nu. 5,000.00.	Nu.6,000.00

Spot Colour

	Single edition	Combined edition
Full Page	Nu.41,000.00	Nu.46,200.00
Half page	Nu.25,030.00	Nu.30,030.00
Qtr Page	Nu.15,550.00	Nu.20,246.00

Black and White

	Single Edition	Combined Edition
Full page	Nu. 39,488.00	Nu.44,488.00
Half Page	Nu.23,438.00	Nu.26,244.00
Qtr Page	Nu.11,800.00	Nu.13,520.00

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	Single Edition	Combined Edition
per cc (less than 46.5 cc)	Nu.270.00	Nu.300.00
per cc (46.5 cc & above)	Nu.260.00	Nu.290.00
Per cc (96 & above)	Nu.250.00	Nu.280.00

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)*

	Black & White	Spot Colour	Full Colour
1. Full page	Nu. 37,500.00	Nu. 45,000.00	Nu. 60,000.00
2. Half page	Nu. 19,500.00	Nu. 24,000.00	Nu. 31,500.00
3. Qtr. page	Nu. 10,500.00	Nu. 13,500.00	Nu. 16,500.00

CREATIVE SUPPLEMENTS* *(Minimum 2 pages required)*

	Black & White	Spot Colour	Full Colour
Single edition	Nu. 30,000.00	Nu. 35,000.00	Nu. 45,000.00
combined edition <i>(Dz. & Eng.)</i>	Nu. 45,000.00	Nu. 52,500.00	Nu. 67,500.00

* *per page cost*

CLASSIFIED



ONLINE



WEEKENDER Special:



CLASSIFIED*

WeekDays

Single	Combined
Nu. 5.00 per word	Nu. 7.00 per word
Nu. 50.00 Per Image	Nu. 70.00 per image

Weekends

Single	Combined
Nu. 10.00 per word	Nu.14.00 per word
Nu. 50.00 per image	Nu. 70.00 per image

For online Nu. 100 (optional)

** Any ad with maximum 50 words and minimum cost of Nu.100/-*

** Standard size for all images*

WEEKENDER SPECIAL:

	Single	Combined
Per cc (less then 46.5 cc)	Nu. 450.00	Nu. 480.00
Per cc (46.5cc and above)	Nu. 440.00	Nu. 470.00
Per cc (96 cc and above)	Nu. 430.00	Nu. 460.00

Minimum Space Acceptable

5 cm x 1 column

ONLINE

1. Banner or Box ad annually	Nu. 20,000.00
2. Half yearly	Nu. 12,000.00
3. Quarterly	Nu. 7,000.00
4. Monthly	Nu. 3,000.00

OFFERING THE RIGHT CHOICES



KUENSEL AD CODE

- Advertisements should be Legal, Decent, Honest and Truthful.
- Advertisements should be prepared with a sense of responsibility to consumers and to society.
- Advertisements should respect the principles of fair competition generally accepted in business.
- No advertisement should bring advertising into disrepute.
- Advertisements that cause serious or widespread offence to any individual or group of persons shall not be allowed.
- Advertisements on the promotion of alcohol, tobacco, drugs and other intoxicating materials shall not be allowed.
- All political advertisements shall follow the Election Advertising Regulation of the Kingdom of Bhutan.
- Advertisements on medicine, health, food products shall be subjected to the Narcotic Drugs, Psychotropic Substances and Substance Abuse Act 2005, Medicines Act 2003, the Draft Consumer Protection Bill and any other relevant rules and regulations.
- Advertisement on food substitutes for children is not permitted.
- Advertisement on gambling including gaming houses, or casinos is not permitted.
- Primary responsibility for observing the Codes falls on advertisers.

CONDITIONS

1. The Corporation reserves the right to modify, reject or cancel any advertisement in accordance with standards acceptable to the Newspaper and the Corporation.
2. The Corporation reserves the right to reject or cancel any advertisement.
3. The advertiser or his/her advertising agency will indemnify the Corporation against claims, actions, demands, losses, costs and expenses in respect of advertiser or his advertising agency.
4. All rates are subject to adjustment at one month's notice.
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 the advertisers who avail credit facility must settle their account within 30 days of invoice date. Classified advertisements must be prepaid.
7. Payment should be made to the Kuensel Corporation Ltd., Thimphu.
8. The Advertisements should reach our office two days before the date of publication.
9. Cancellation charge of 20% of the total advertisement cost will be imposed if withdrawn after confirmation.

CONTACT INFO



www.kuenselonline.com

PAYMENTS

1. T.T - (Clients outside Bhutan)
Kuensel Corporation
A/C No. CD (62)
Bank of Bhutan
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
5. SWIFT Code
Bank of Bhutan, Thimphu
SWIFT Code: BHUBBTBT 022
Ultimate Beneficiary
A/C No: CD (62)
Beneficiary : Kuensel Corporation Ltd.
BOBL Branch
Thimphu Main Branch

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FOR MORE DETAILS CONTACT

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

We are here.....

round the clock,

round the year,

at your service

