



**LAKE
HOUSE**

Advertising Product Kit

March 1

2017

This document includes all Advertising Rates, Technical Information, Advertising Material Deadlines, LED Panel rates, Digital Printing rates & Circulation Figures to assist Lake House to provide a uniform & consistent service to its clients across all papers and categories

Version 1.3

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1. Advertising Rate Card - Main Papers (Without Tax)

Paper



Full Page Based

Products & Services

Black & White	260,000	175,000	335,000	115,000	95,000	70,000
Black + 1 Colour	332,000	218,000	400,000	130,000	125,000	90,000
Black + 2 Colour	348,000	229,000	420,000	140,000	130,000	100,000
Full Colour	360,000	260,000	460,000	150,000	135,000	110,000

Notices & Supplement Full Pages

Black & White	260,000	189,000	335,000	172,800	140,000	130,000
Black + 1 Colour	332,100	232,200	400,000	207,360	170,640	155,920
Black + 2 Colour	348,300	243,000	420,000	216,000	174,960	162,400
Full Colour	360,000	275,000	460,000	226,800	180,000	166,720
Financial Statements Black & White		108,000		80,000		50,000
Financial Statements Full Colour		175,000		120,000		80,000
3 Language Financial Statements Black & White		100,000		75,000		45,000
3 Language Financial Statements Full Colour		175,000		110,000		65,000

Per CCM Based Black & White

Product/ Service/ Obituary	485	325	650	275	225	165
Educational	485	325	650	275	225	165
Employment	485	350	650	400	225	300
Casual Notices	485	350	650	400	325	300
Election Notices	565	450	1,000	450	375	350
Auctioneers Less 15%	565	350	700	425	350	325
Display Classifieds	650		780			
Financial Statements		200		175		125
3 Language Financial Statements		185		165		115

Per CCM Based Colour Premium

Black + 1 Colour	130	80	155	80	70	60
Black + 2 Colour	160	100	210	100	80	75
Full Colour	180	160	285	125	90	85
Product/Service Full Colour				75		

Specified Position Premiums

Front Page Solus	200%	100%	50%	100%	50%	50%
Page 3	100%	50%		50%		
First Right Hand	50%	50%	50%	50%		
Special Position	25%	25%	25%	25%	25%	25%
Sports Page		100%		25%		
Business Front Page	50%	100%				

Contd

Film Advertisements

Chamber	80	30				
Display Black & White	125	80				
Display Full Colour	225					
Front Page Ear Space (F/C)			35,000	10,000	2,000	1,000
Care Of (C/O) Paper	750	750	750	750	750	750

Foreign Employment

Per column CM Black & White	250					
Per column CM Color	500					
Full Page Black & White	108,000					
Full Page Full Color	216,000					

2. Advertising Rate Card - Periodicals (Without Tax)

Category							
					Maha Poya	Except Maha Poya	Vesak Poya
Full Page Based							
B & W Full Page	75,000	35,000	20,000	32,000	42,000	32,000	96,000
Black + 1 Colour	90,000	38,400	25,900	37,000	47,000	37,000	115,000
Black + 2 Colour	95,000	40,500	29,700	44,000	52,000	42,000	130,000
Full Colour	105,000	50,000	32,600	48,000	62,500	52,000	150,000
Per CCM Based							
B & W	375	180	110	160	260	160	500
Black + 1 Colour	450	220	135	185	315	185	600
Black + 2 Colour	500	240	155	210	365	210	700
Full Colour	525	260	170	235	470	235	800

Category						
Full Page Based						
Full Colour	20,000	40,000	35,000	35,000	35,000	35,000
Half Page		20,000	18,000	18,000	18,000	18,000
Quarter Page			10,000	10,000	10,000	10,000
Back Page	30,000	60,000				
Inner Front Page	30,000	50,000	50,000			
Inner Back Page	30,000	50,000	50,000			
Front Page Box			2,500	2,500	2,500	2,500
Front Page Strip		10,000	10,000	10,000	10,000	10,000
Inner Page Strip			5,000	5,000	5,000	5,000
Per CCM Based						
B & W			150	150	150	150
Full Colour			200	200	200	200

3. Advertising Rate Card - Inserts (Without Tax)

Paper



Full Page Based

Full Page	35,000	35,000	32,000
Half Page	18,000	18,000	15,000
Front Page Strip	10,000	10,000	
Inner Page Strip	5,000	5,000	
Quarter Page	10,000	10,000	
Front Page Box	2,500	2,500	

Back Cover

Inner Front

Inner Back

Per CCM Based

Full Colour	200	200	300
Black & White	150	150	250

Paper



Full Page Based

Full Page	40,000	85,000	
Half Page	20,000	42,500	
Front Page Strip	15,000	30,000	
Inner Page Strip		15,000	
Quarter Page	12,000		
Front Page Box	3,000		
Back Cover	50,000		30,000
Inner Front			30,000
Inner Back			30,000
B &W Single Box			1,000
B &W Double Box			2,000

Per CCM Based

Full Colour	250	440	250
Black & White	200	280	
Front Page Full Colour			350

4. Advertising Rate Card - Supplements (Without Tax)

Paper

Daily News
Sri Lanka's National Newspaper Since 1918

Sunday Observer

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Full Page Based

Unspecified Supp

Black & White	189,000	260,000	335,000	162,000	140,000	115,000
Black + 1 Colour	232,200	332,100	400,000	196,560	170,640	144,720
Black + 2 Colour	243,000	348,300	420,000	205,200	174,960	151,200
Full Colour	275,000	360,000	460,000	216,000	180,000	155,000

Full Page Based Product

& Service Supp

Black & White	175,000	260,000	335,000	115,000	95,000	70,000
Black + 1 Colour	218,000	332,000	400,000	130,000	125,000	90,000
Black + 2 Colour	229,000	348,000	420,000	140,000	130,000	100,000
Full Colour	260,000	360,000	460,000	150,000	135,000	110,000

Per CCM Based Unspecified

Office Supp

Black & White	400	600	650	275	225	165
Black + 1 Colour	480	730	805	355	295	225
Black + 2 Colour	500	760	860	375	305	240
Full Colour	560	780	935	400	315	250

Per CCM Based Products

Black & White	325	485	650	275	225	165
Black + 1 Colour	405	615	805	355	295	225
Black + 2 Colour	425	645	860	375	305	240
Full Colour	485	665	935	400	315	250

Per CCM Based National Day

Black & White	400	485	650	275	225	165
Black + 1 Colour	480	615	805	355	295	225
Black + 2 Colour	500	645	860	375	305	240
Full Colour	560	665	935	400	315	250

Personalized Smart Guide

85 Gsm Art Paper 27cm * 21cm

8 Pages	250,000	450,000	400,000	200,000	200,000	150,000
16 Pages	450,000	800,000	750,000	400,000	400,000	300,000

(500 Copies are supplied free of Charge)

5. Advertising Rate Card - State Sector Inserts (Without Tax)

Paper	 All Island	 Provincial	 All Island	 Provincial	 All Island	 Provincial
8 Page Full Colour Insert						
In 55 Gsm High Bright	275,000	160,000	150,000	80,000	350,000	165,000
In 70 Gsm Paper	300,000	190,000			400,000	225,000

Inserts are published in all days of the week except Friday

Thinakaran Provincial inserts are published in Western, Sothern & Eastern provinces only

6. Advertising Rate Card - Sunday Observer ADZ



(Without Tax)

Ad Category	Size	Colour	B & W	Spa -Colour	Spa -B & W
Slim	2.8cm × 8.0cm	1,000	750	3,000	2,500
Smart	5.9 cm × 8.0cm	2,000	1,500	4,000	3,500
Buddy	8.8 cm × 8.0cm	3,000	2,500	4,500	4,000
Bronze	11.9cm × 8.0cm	4,000	3,500	5,500	5,000
Silver	14.9 cm × 8.0cm	6,000	5,000	7,500	7,000
Gold	18.0 cm × 8.0cm	9,000	7,000		
Diamond	20.9 cm × 8.0cm	9,500	7,500		
Platinum	24.0 cm × 8.0cm	10,000	8,000		
Platinum (Extra)	30.0 cm × 8.0cm	12,000	10,000		
Double Slim	2.8 cm × 16.3cm	2,500	2,000		
Double Smart	5.9 cm × 16.3cm	3,500	3,000	5,000	4,500
Double Buddy	8.8 cm × 16.3cm	5,500	5,000		
Double Bronze	11.9 cm × 16.3cm	8,000	7,000	10,000	9,500
Double Silver	14.9 cm × 16.3cm	13,000	11,000		
Double Gold	18.0 cm × 16.3cm	17,000	15,000		
Double Diamond	20.9 cm × 16.3cm	19,000	16,500		
Double Platinum	24.0 cm × 16.3cm	20,000	18,000		
Double Platinum (Extra)	30.0 cm × 16.3cm	22,000	20,000		
Triple Slim	2.8 cm × 24.5cm	3,500	3,000		
Triple Smart	5.9 cm × 24.5cm	7,500	6,500		
Triple Buddy	8.8 cm × 24.5cm	8,500	7,500		
Triple Bronze	11.9 cm × 24.5cm	18,000	16,000		
Triple Silver	14.9 cm × 24.5cm	25,000	23,000		
Triple Gold	18.0 cm × 24.5cm	28,000	25,000		
Triple Diamond	20.9 cm × 24.5cm	33,000	30,000		
Triple Platinum	24.0 cm × 24.5cm	36,000	32,000		
Full Page	30.0cm × 24.5cm	50,000	42,000		
Double Spread	30.0cm × 51.0cm	80,000			
3 rd Page (1 st Right)	30.0cm × 24.5cm	75,000			
5 th Page (2 nd Right)	30.0cm × 24.5cm	60,000			
Front Page (Art Paper)	24.0cm × 24.5cm	150,000			
Front Strip (Art Paper)	6.0 cm × 24.5cm	60,000			
Inner Front (Art Paper)	30.0cm × 24.5cm	120,000			
Inner Back (Art Paper)	30.0cm × 24.5cm	100,000			
Back Page (Art Paper)	30.0cm × 24.5cm	125,000			

7. Advertising Rate Card - Sunday Observer TORQUE & THROTTLE (With Tax)



Advertising prices for Print Magazine

Ad Size	1 Issue	3 Issues (per issue)
False Cover	500,000	500,000
Back Cover	200,000	180,000
Inner Front Cover	175,000	160,000
Inner Back Cover	150,000	135,000
Double Page (Specified Placement)	200,000	180,000
Double Page (Unspecified Placement)	175,000	160,000
Full Page (Specified Placement)	125,000	115,000
Full Page (Unspecified Placement)	100,000	90,000

8. Advertising Rate Card - Observer Jobs (Without Tax)

Ad Category	Rate
Home Page Top Right Hand Banner	30,000
Category Page Banners	20,000
Employer Profile Page Banners	50,000

9. Advertising Rate Card - Daily News Travel

Daily News
Travel [With Tax]

Ad Category	Size	Rate
Smart (1 Box)	5.9 cm × 8.0cm	4,000
Bronze (2 Box)	12.1cm × 8.0cm	7,000
Gold (3 Box)	18.3 cm × 8.0cm	12,000
Platinum (4 Box)	24.5 cm × 8.0cm	16,500
Double Smart (2 Box)	5.9 cm × 16.3cm	7,000
Double Bronze (4 Box)	12.1 cm × 16.3cm	16,500
Double Gold (6 Box)	18.3 cm × 16.3cm	22,500
Full Page (8 Box)	24.5 cm × 16.3cm	40,000
Double Spread (16 Box)	24.5 cm × 33.0cm	80,000
Front Page (8 Box)	22.5cm × 18.5cm	75,000
Inner Front (8 Box)	24.5cm × 16.3cm	60,000
3 rd Page (1 st Right)	24.5cm × 16.3cm	55,000
Inner Back (8 Box)	24.5cm × 16.3cm	50,000
Back Page (8 Box)	24.5cm × 16.3cm	40,000
Hotel & Restaurant Guide	15 words (per month)	600

10. Advertising Rate Card - Classifieds (With Tax)

Paper	Sunday Observer	Daily News	දිනමිස	දිනමිස	දිනකරන්	දිනකරන්
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Classifieds

1 st 15 Words	500	200	500	200	150	100
Each Additional Word	15	10	15	10	10	10
C/O Paper	200	100	200	100	50	50
Internet	100	100	100	100	100	100

Domestic A

1 st 15 Words	200	200	200	100	100	75
Each Additional Word	15	10	15	10	10	10

Domestic B – Marriage Proposals

1 st 15 Words	560	560	100
Each Additional Word	23	23	10
Additional for Internet	400	400	
Display Per Column CM	475		

Domestic C - Obituaries

1 st 15 Words	150	100	150	100	100	75
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Domestic A

Includes Births, Matrimonial, Acknowledgements, Receptions, Anniversaries, Death Acknowledgements, In Memoriam, Birthday Greetings & Wedding Greetings

Combined Packages

Main Paper	+ Sub Paper	Total Rate	Main Paper	Sub Paper
Silumina	+ Sunday Observer	700	500	200
Sunday Observer	+ Daily News	550	500	50
Silumina	+ Dinamina	550	500	50
Sunday Observer	+ Varamanjaree	600	500	100
Silumina	+ Varamanjaree	600	500	100
Daily news	+ Thinakaran	250	200	50
Dinamina	+ Thinakaran	250	200	50

11. Advertising Cross Paper Discounts

Main Paper	Cross Paper	Discount
 <small> Sri Lanka's National Newspaper Since 1918</small>	 &  Both	50%
 <small> Sri Lanka's National Newspaper Since 1918</small>	 Only	25%
 <small> Sri Lanka's National Newspaper Since 1918</small>	 Only	25%
	 &  Both	50%
	 Only	25%
	 Only	25%
	 Only	25%
	 Only	25%

Advertisers of all periodicals except in  get the **fourth ad free**

12. Advertising Rate Card - Tabloid Inserts (Without Tax)

Paper	 Daily News Sri Lanka's National Newspaper Since 1918 All Island	 Ehetha The Frontline All Island	 Thiruvananthi All Island	 Pala All Island	 Sunday Observer All Island	 Thiruvananthi All Island
8 Pages Full Colour						
News Print	350,000	250,000	150,000	400,000	450,000	200,000
High Bright	400,000	275,000	175,000	450,000	500,000	225,000
70 Gsm	500,000	300,000	200,000	550,000	600,000	250,000
80 Gsm Art	600,000	400,000	250,000	750,000	850,000	300,000
16 Pages Full Colour						
News Print	600,000	400,000	250,000	700,000	750,000	300,000
High Bright	700,000	500,000	300,000	800,000	850,000	350,000
70 Gsm	800,000	550,000	350,000	1,000,000	1,000,000	400,000
80 Gsm Art	1,000,000	700,000	400,000	1,200,000	1,500,000	450,000
32 Pages Full Colour						
News Print	1,000,000	700,000	400,000	1,200,000	1,200,000	500,000
High Bright	1,200,000	800,000	500,000	1,400,000	1,500,000	600,000
70 Gsm	1,400,000	900,000	600,000	1,600,000	1,750,000	700,000
80 Gsm Art	1,750,000	1,200,000	700,000	2,000,000	2,500,000	800,000
Additional Charge for 100 Gsm Cover on above						
	250,000	200,000	100,000	350,000	350,000	125,000

13. Advertising Rate Card - Foreign (With Tax)

13.1 Advertising Rates for Foreign Commercial Ads in US\$

Paper	 Daily News <small>Sri Lanka's National Newspaper Since 1918</small>	 Sunday Observer	 දිනමිතු <small>The Daily</small>	 දිනමිතු <small>දිනමිතු</small>	 தினகரன் <small>www.Dinakaran.lk</small>	 தினகரன் <small>www.Dinakaran.lk</small>
Per Column CM - Black & white						
Unspecified Casual	5.50	7.00	4.50	10.00	3.00	3.40
Inner Back Page	6.40	11.00	5.00	13.50	3.50	4.00
Per Column CM - Colour Premiums						
Black & 1 Colour	2.00	2.40	1.50	2.40	1.00	1.40
Black & 2 Colour	2.50	3.00	2.40	4.00	1.40	2.00
Full Colour	4.00	4.20	2.80	5.50	2.00	2.40

13.2 Advertising Rates for Foreign Educational Ads in US\$

Paper	 Daily News <small>Sri Lanka's National Newspaper Since 1918</small>	 Sunday Observer	 දිනමිතු <small>The Daily</small>	 දිනමිතු <small>දිනමිතු</small>	 தினகரன் <small>www.Dinakaran.lk</small>	 தினகரன் <small>www.Dinakaran.lk</small>
Per Column CM – Black & white						
Unspecified Casual	4.70	6.00	4.00	9.00	2.50	3.00
Inner Back Page	5.50	9.00	4.00	12.00	3.00	3.50
Per Column CM - Colour Premiums						
Black & 1 Colour	1.50	2.00	1.20	2.00	1.00	1.20
Black & 2 Colour	2.00	2.85	2.00	3.50	1.20	1.50
Full Colour	3.00	3.50	2.00	4.50	1.50	2.00

14. Advertising Rate Card - Web (With Tax)

14.1 Sri Lanka's National Newspaper Since 1918 & Rates

Banner Position on Dailynews.lk	Offer on Sundayobserver.lk	Monthly Rate	Special Offer
Top Banner (Home + Article Page)	320X65 banner FOC on home page	LKR 500,000	50% only for SL market
Leaderboard 1 (Home Page)	100X100 banner FOC on home page	LKR 200,000	50% only for SL market
Leaderboard 2 (Home Page)	100X100 banner FOC on home page	LKR 150,000	50% only for SL market
Leaderboard 3 (Home Page)	100X100 banner FOC on home page	LKR 100,000	50% only for SL market
Front Latest	100X100 banner FOC on home page	LKR 200,000	50% only for SL market
Article Page	100X100 banner FOC on home page	LKR 200,000 each	50% only for SL market
E-Paper	Observer Education E-paper FOC	LKR 100,000	50% only for SL market

14.2 & Rates

Banner Position on Dinamina.lk	Offer on Silumina.lk	Monthly Rate	Special Offer
Top banner – Home Page (400x80) SLOT 1 & 2	320x50 (home page)FOC	LKR 150,000 each	50% only for SL market
Top side banner (gossip- home page) (260x80) – SLOT 3	200x50 (home page) FOC	LKR 100,000	50% only for SL market
Leaderboard (Home Page) – SLOT 4	200x50 (home page) FOC	LKR 75,000	50% only for SL market
Leaderboard (Home Page)– SLOT 5	200x50 (home page) FOC	LKR 100,000	50% only for SL market
Article Page Slot	Silumina Article Page	LKR 200,000 each	50% only for SL market
E-Paper	Silumina E-paper FOC	LKR 75,000	50% only for SL market

15. Advertising Rate Card - LED Panel TV (Without Tax)

20x10 size brand new – maintain by Atom-Technologies (Pvt) Ltd

Available Time on 7.00 am to 10.00 pm

Description	02 Weeks	01 Month	03 Months	06 Months	01 Year
Rate card Value	60,000	120,000	90,000	75,000	60,000
Minimum rate offered	35,000	70,000	60,000	50,000	40,000
Total No of spots per month	2,000	4,500	4,500	4,500	4,500
Cost per day	1,167	2,333	2,000	1,667	1,333
Spots per day	67	150	150	150	150
Cost per spot	18	16	13	11	9

16. Advertising Rate Card - Digital Printing (Without Tax)

Ad Category	LKR
Flex	50
Flex High Quality	85
Flex Empty	20
Light Board Flex	125
Empty Light Board Flex	50
Sticker	85
Sticker Empty	45
Reflective Sticker	175
Empty Reflective Sticker	125
Sticker Past Q/Board	130
Empty Q/Board	50
Lamination	50
Photo Paper	100
Empty Photo Paper	50
Fabric	100
Empty Fabric	50

P.V.C. & End Cap	LKR	Pocket Charge	LKR
2 Feet	200	2 Feet	40
3 Feet	300	3 Feet	60
4 Feet	400	4 Feet	80
5 Feet	500	5 Feet	100
6 Feet	600	6 Feet	120
8 Feet	800	8 Feet	140

17. Technical Information

17.1 Full Page Space Sizes of Publications

Category	Language	Publication	Max Height CM	Max Columns No	Area of Full Page CCM	Area of Full Page CM ²
Newspaper	Sinhala	Dinamina	54	8	432	1782
	Sinhala	Silumina	54	8	432	1782
	Tamil	Thinakaran	54	8	432	1782
	Tamil	Varamanjari	54	8	432	1782
	English	Daily News	54	10	540	1782
	English	Sunday Observer	54	10	540	1782
Tabloid	Sinhala	Budusarana	32	6	192	845
		Mihira	32	6	192	845
		Sarasaviya	32	6	192	845
		Tharunee	32	6	192	845
		Subasetha	32	6	192	845
		Manchu	32	6	192	845

17.2 Column Width Sizes of Publications – CM

No of Columns	Sinhala Newspapers	Tamil Newspapers	English Newspapers	Tabloids	Magazines
1	3.8	3.8	3.0	4.0	
2	8.0	8.0	6.3	8.4	
3	12.2	12.2	9.6	12.8	
4	16.4	16.4	12.9	17.2	
5	20.6	20.6	16.2	21.6	
6	24.8	24.8	19.5	26.0	
7	29.0	29.0	22.8		
8	33.2	33.2	26.1		
9			29.4		
10			32.7		

18. Digital Advertisement Files Requirement

18.1 Media

IBM PC formatted-ZIPs, CDs, Pen drives and Floppy diskettes are accepted

18.2 Software

Digital files created on following software versions are accepted

Adobe Illustrator-Version 10-Cs2 or Cs5

Photoshop –version 7-Cs5

Corel Draw – version 12 X5

File completed in EPS format with linked or embedded images will also be accepted

If images are linked on to the Complete EPS file, all linked files should be included in a separate folder created for the advertisement

18.3 Images

Images should be completed and used according to the following specifications

Scan resolution for colour and gray scale images 200 ppi at the actual size

Scan resolution for line art – 1200 at the actual size

Image formats-TIFF or EPS

Image mode for colour – CMYK (Must be completed in CMYK only)

Image mode for B&W- Grey Scale

18.4 Text

All fonts used on the advertisement must be converted to curves using the path/curves option available in the software used

All spot colours used on text and background should be converted to CMYK/Process colour mode

Please provide a colour guide of printout with the digital file

19. Deadline for Submission of Advertising Materials

Newspaper	Material Deadline	Printing On	Publishing On
Daily News	Day of printing before 5.00 p.m	Daily (Except Saturday)	Daily
Daily News - T & C Section	12 noon	Daily (Except Saturday)	Daily
Daily News - Classified	Before 11.00 a.m		
Dinamina	Day of printing before 5.00 p.m	Daily (Except Saturday)	Daily
Dinamina - Athurumithuru	Wednesday	Thursday morning	Saturday
Dinamina - Classified	Before 1.30 p.m		
Sithmina	Friday before 12.00 noon	Saturday	Monday
Vidunana	Friday before 12.00 noon	Monday	Tuesday
Arogya	Monday before 12.00 noon	Tuesday	Wednesday
Youth	Monday before 2.00 p.m	Wednesday	Thursday
Athurumithuru	Tuesday before 12.00 noon	Wednesday	Saturday
Thinakaran	Day of printing before 5.00 p.m	Daily (Except Saturday)	Daily
Sunday Observer - Main Sec	Friday evening	Saturday noon	Sunday
Sunday Observer - Business	Friday morning	Friday night	Sunday
Sunday Observer - Education	Friday noon	Friday night	Sunday
Sunday Observer - Employm	Friday noon	Friday night	Sunday
Sunday Observer - Spectrum	Thursday morning	Thursday night	Sunday
Sunday Observer - J Observer	Monday morning	Tuesday night	Sunday
Sunday Observer - ADZ Cov Pg	Wednesday	Thursday / Friday	Sunday
Sunday Observer - ADZ 1st Sec	Friday 12.00 noon	Friday 2.30 p.m	Sunday
Sunday Observer -ADZ 2nd Sec	Friday 5.00 p.m - 6.00 p.m	Friday 8.00 a.m - 5.30 p.m	Sunday
Sunday Observer - Classified	Friday 4.30 p.m	Friday night	Sunday
Sunday Observer - Marriage	Friday 12.00 noon	Friday night	Sunday
Silumina	Friday before 5.00 p.m	Friday evening 8.00 p.m	Sunday
Silumina - Watapita cover	Before Wednesday	Thursday morning	Sunday
Silumina - Kreedaa	Before Wednesday	Wednesday morning	Sunday
Silumina - Rasaduna	Before Tuesday	Thursday evening	Sunday
Silumina - Chamathkara	Before Thursday		Sunday
Silumina - Sithmalyaya	Before Thursday		Sunday
Silumina - Classified	Friday 1.00 p.m	Friday night	Sunday
Silumina - Marriage	Thursday 4.00 p.m	Thursday night	Sunday
Sarasaviya	Tuesday - 2.00 p.m	Tuesday - Mid Night	Thursday
Mihira	Tuesday	Sunday	Monday
Subasetha	Friday (prior)	Tuesday	Friday
Daily Obituaries	Before 4.00 p.m (For All Island)		
Late Obituaries	Before 10.00 p.m		

20. Version History

Version	Release Date	Description
1.0	30/11/2015	Initial Release
1.1	21/01/2016	Rate Revision from 01/01/2016
1.2	30/09/2016	Launched "Travel" magazine with Daily News from 04 th August 2016, discounted rates for foreign employment ads in Silumina from 05 th August 2016, & launched "TORQUE & THROTTLE" magazine with Sunday Observer from 12 th June 2016.
1.3	01/03/2017	Dinamina & Thinakaran Rate Revision with effect from 15/01/2017, Arogya, Athuru Mithuru & Sithmina restarted from January 2017, LED Board Ads started from December 2016.