



Date:- 11/10/2023

No. PRD/ 649 /D/2023

CIRCULAR

**SUBJECT:- APPROVED RATES OF NEWSPAPERS AND TERMS & CONDITIONS
FOR RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR
2023-24**

NDMC releases advertisement in the form of Tender Notice, Call Back Notice, Employment Notice, Public Notice, and Expression of Interest and of general nature highlighting NDMC's activities or appealing public for their co-operation in performance of civic services.

2. Advertisements of all the departments are released through Public Relations Department in newspapers of different languages i.e. English, Hindi, Urdu and Punjabi following the provisions under section-348 of NDMC Act, 1994.

3. Consequent upon the adoption of CPWD Manual 2019, clause 4.12 for Publicity of Tender Notice is being implemented, in which stated that:-

*"All the Tender of any amount shall be invited through e-tendering system. Notices for all the works, irrespective of their value, shall be published on the website www.tenderwizard.com/cpwdor as instructed from time to time. Once published on the website, the tender notices will also become available on www.eprocure.gov.in thorough system link. Sample notice for inviting tender forming part of NIT and to be posted in website is given in Annexure 24 with SOP 4/8. **In exceptional case, if press publicity is required to be given apart from website publicity, written permission shall be obtained from next higher authority.**"*

4. In continuation of the above adoption, the Competent Authority i.e. Chairman, NDMC has approved the Advertisement Rates of 31 Newspapers on dated 22.09.2023 in C.No.E-50375.

5. The rates of the newspapers who have quoted contract rates are valid for the full financial year (1st April 2023 to 31st March, 2024). Rates quoted by the newspapers charging DAVP rates are subject to revision as per DAVP will be acceptable and implemented automatically. The detail of newspapers and their rates are given at Annexure-I, this annexure is uploaded and available on the NDMC website under P.R. Department section.

6. All advertisement shall adhere to guidelines of Central Vigilance Commission i.e. every advertisement/NIT sent for publication in newspapers by various departments must carry the website address ([www.ndmc.gov.in.](http://www.ndmc.gov.in)) and Delhi Govt. e-Procurement website. A soft copy should be endorsed to Director (IT) for display on website. Complete bidding documents be posted in the website permitting bidders to make use of the document downloaded from the website with the clear instructions for the bidder to pay the priced amount if any by demand draft etc. along with the Tender Document. It should confirm to the requirements of e-Tendering.

7. All advertisement shall comply with the provisions of NDMC Act 1994 (Section-347 & 348) and carry the logo conspicuously, followed by subject and amount in case of Tender Notice.

8. GUIDELINES FOR RELASING OF TENDER NOTICE (1ST APRIL, 2023 TO 31ST MARCH, 2024)

However, as per the CPWD Manual-2019, Clause 4.12 is applicable strictly by the P.R. Department for all *works and irrespective of their value to restrict the publication of advertisement.*

In exceptional case, if press publicity is required to be given apart from website publicity, written permission shall be obtained from next higher authority."

And then the following conditions will be applicable:-

- (I) Tender Notice for work Costing upto Rs. 5 lakhs, the NIT Should be Circulated on Notice Boards and on website only. **No newspaper advertisement for tendered value below Rs. 5 Lakh.**
- (II) Tender Notices for works costing above Rs. 5 lakhs upto Rs. 25 lakhs will be published in three newspaper i.e. one English, one Hindi & one Urdu/Punjabi in **Delhi/NCR Edition** from the following newspapers.

Policy 2023-24					
Category	Tender Value	Language of the Newspaper	Circulation Criteria		
			English & Hindi newspapers	Urdu/Punjabi newspapers	Financial Newspaper
1.	Between Rs.5 lakh Upto Rs.25 lakhs	Will be published in three newspapers one each in Delhi Edition of English, Hindi &	More than 75,000 and upto 1,50,000	More than 40,000	Not required

2.	Above Rs.25 lakhs and upto Rs.1 crore	Urdu/ Punjabi Will be published in three newspapers one each in Delhi Edition of English, Hindi & Urdu/ Punjabi	More than 1,50,000 for English & Hindi	More than 40,000	Not required
3.	Above Rs.1 crore	Will be published in three newspapers one each in All India Edition of English & Financial and Delhi edition of Hindi newspaper	having circulation more than 2 lakhs	Not required	Having circulation more than 1.5 lakhs

(a) The three categories wise newspapers groups for the publication of Tender Notice are following:-

Category	Tender Value	Language of the Newspaper	Language of Newspaper			Financial Newspaper
			English newspapers	Hindi newspapers	Urdu/Punjabi newspapers	
1.	Between Rs.5 Lakh Upto Rs.25 lakhs	Will be published in three newspapers (one each in English, Hindi & Urdu/ Punjabi)	1. Pioneer (1,45,544) (COM) 2. The Hindu (1,33,153) (COM) 3. The Economic Times (1,04,968) (COM) 4. Millennium Post (93,629) (COM)	1. Aaj Samaj (1,78,914) (DAVP) 2. Navodaya Times (1,27,752) (DAVP) 3. Amar Ujala (1,12,878) (DAVP) 4. Rashtriya Sahara (77,215) (DAVP)	1. Roznama Rashtriya Sahara (Urdu) (62,234) (DAVP) 2. Hamara Samaj (Urdu) (50,776) (DAVP) 3. Daily Pratap (Urdu) (42,446) (DAVP) 4. Quami Patrika (Punjabi) (52,800)	Not required

					(DAVP)	
2.	Above Rs.25 lakhs and upto Rs.1 crore	Will be published in three newspapers (one each in English, Hindi & Urdu/ Punjabi)	1. Hindustan Times (Delhi) (9,38,097) (COM) 2. Times of India (Delhi) (8,51,526) (COM)	1. Navbharat Times (4,79,772) (COM) 2. Punjab Kesari (3,17,525) (DAVP) 3. Dainik Jagran (3,12,224) (COM) 4. Virat Vaibhav (2,59,002) (DAVP) 5. Hindustan (2,51,445) (COM)	1. Roznama Rashtriya Sahara (Urdu) (62,234) (DAVP) 2. Hamara Samaj (Urdu) (50,776) (DAVP) 3. Daily Pratap (Urdu) (42,446) (DAVP) 4. Quami Patrika (Punjabi) (52,800) (DAVP)	Not required
3.	Above Rs.1 crore	Will be published in three newspapers one each in All India Edition of English, Financial and Delhi edition of Hindi newspaper	1. Times of India Super Saver-II (All Edition) (25,37,026) (COM) 2. Hindustan Times (All Edition) (16,65,340) (COM) Mint All Edition free of cost 3. Hindu + Business Line (All Edition) (14,14,189) (COM) 4. Indian Express (All edition) + Jansatta + Financial Express (7,51,262)	1. Navbharat Times (4,79,772) (COM) 2. Punjab Kesari (3,17,525) (DAVP) 3. Dainik Jagran (3,12,224) (COM) 4. Virat Vaibhav (2,59,002) (DAVP) 5. Hindustan (2,51,445) (COM)	Not required	1. The Economics Times (All edition) (4,90,775) (COM)

		(COM)			
		5. The Pioneer (All Edition) (3,39,481) (COM)			

COM indicate as COMMERCIAL Rates

(b) Employment Notice

(i) Employment Notice is generally released in Employment News. Department interested in publishing Employment Notices should send the request after obtaining the approval of Chairman, NDMC for publication to Public Relations Department **at least one month in advance before date of printing.**

(ii) If any department wish to publish the Employment Notice in the of following newspaper, the specific approval of Chairman NDMC must be accompanied with the request to PR Department:-

ENGLISH NEWSPAPERS (Delhi Edition) Circulation more than 75,000			
1	Hindustan Times	9,38,097	(COM)
2	Times of India	8,51,526	(COM)
3	Pioneer	1,45,544	(COM)
4	The Hindu	1,33,153	(COM)
5	The Economic Times	1,04,968	(COM)
6	Millennium Post	93,629	(COM)
HINDI NEWSPAPERS (Delhi Edition) Circulation more than 75,000			
7	Navbharat Times	4,79,772	(COM)
8	Punjab Kesari	3,17,525	(DAVP)
9	Dainik Jagran	3,12,224	(COM)
10	Virat Vaibhav	2,59,002	(DAVP)
11	Hindustan	2,51,445	(COM)
12	Aaj Samaj	1,78,914	(DAVP)
13	Navodaya Times	1,27,752	(DAVP)
14	Amar Ujala	1,12,878	(DAVP)
15	Rashtriya Sahara	77,215	(DAVP)
COMBO (ENGLISH + HINDI) (Delhi Edition) Circulation more than 75,000			

16	Indian Express + Jansatta + Financial Express (free of Cost)	86,056	(COM)
17	Hindustan Times + Hindustan	11,89,542	(COM)
	Hindustan Times (Shine.com) & Hindustan {Hindi} - Tuesday [special rate of Rs. 1,461/- per sq.cm. for combo in Black & White as well as in Coloured publication]		
18	Times of India + Navbharat Times	13,11,298	(COM)
	Times of India (Ascent) – Wednesday & Friday & Navbharat Times (Thursday) [special rate of Rs. 1,650/- per sq.cm. for Combo in Black & White as well as in coloured publication.		
EMPLOYMENT NEWSPAPER (All Edition)			
19	Employment News	82,670	(DAVP)

(c) Public Notice / General Display / Auction Notice / Call Back Notice

The following newspapers are eligible for the publication of Public Notice, General Display, Auction Notice and miscellaneous.

ENGLISH NEWSPAPERS (Delhi Edition) Circulation more than 75,000			
1	Hindustan Times	9,38,097	(COM)
2	Times of India	8,51,526	(COM)
3	Pioneer	1,45,544	(COM)
4	The Hindu	1,33,153	(COM)
5	The Economic Times	1,04,968	(COM)
6	Millennium Post	93,629	(COM)
HINDI NEWSPAPERS (Delhi Edition) Circulation more than 75,000			
7	Navbharat Times	4,79,772	(COM)
8	Punjab Kesari	3,17,525	(DAVP)
9	Dainik Jagran	3,12,224	(COM)
10	Virat Vaibhav	2,59,002	(DAVP)
11	Hindustan	2,51,445	(COM)
12	Aaj Samaj	1,78,914	(DAVP)
13	Navodaya Times	1,27,752	(DAVP)
14	Amar Ujala	1,12,878	(DAVP)
15	Rashtriya Sahara	77,215	(DAVP)
COMBO (ENGLISH + HINDI) (Delhi Edition) Circulation more than 75,000			
16	Indian Express + Jansatta + Financial Express (free	86,056	(COM)

	of Cost)		
17	Hindustan Times + Hindustan	11,89,542	(COM)
18	Times of India + Navbharat Times	13,11,298	(COM)
URDU NEWSPAPERS (Delhi Edition) Circulation more than 40,000			
19	Roznama Rashtriya Sahara	62,234	(DAVP)
20	Hamara Samaj	50,776	(DAVP)
21	Daily Pratap	42,446	(DAVP)
PUNJABI NEWSPAPERS (Delhi Edition) Circulation more than 40,000			
22	Quami Patrika	52,800	(DAVP)

(d) Special Note: Call Back Notice

Call Back Notice In special /exceptional case only is issued in All Edition of Newspaper. In this category, two newspapers Amar Ujala and Dainik Jagran are eligible. However Amar Ujala has offered DAVP rates while Dainik Jagran has offered commercial rates. As call back notice in exceptional case, Amar Ujala -All edition will be preferred for releasing of advertisement as it has offered DAVP rates.

9. The General Terms and Conditions to be observed while releasing the advertisements:-

- (i) General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.
- (ii) If any department is interested in adding more newspapers in any particular category specific approval of the Chairperson, NDMC **should be obtained itself by the department.**
- (iii) Before publishing in the souvenir, the advertisement must be approved by the Competent Authority, NDMC.
 - a. If any advertisement requires a specific design then designs/ General Display (highlighting NDMC activities/campaigns), advertisements should be submitted by the Department in advance to call the design from empanelled agencies, so that the work will be execute within time.
 - b. Further, the empanelled agencies shall not raise any other charge (except approved rates of NDMC) for their efforts for concept, designing, translation and analyzing the publication.
 - c. If any department requires any designing of the advertisement should be contact to the P.R Deptt. Well-in-time i.e. one week before the date of publication for process of designing.

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The selection of the design and their approval from Competent Authority will be the responsibility of the concerned department.

- 10.(a) The empanelled newspapers are given advertisements (public notice, tender notice, auction notice, call back notice, employment notice, short term notice, entertainment advertisement, general display) on a roaster system basis by the PR Department, in case the HoDs who is intending to publish advertisement and do not specifying the newspaper duly approved by the Competent Authority.
 - (b) If HODs mention the specific newspaper(s) and specific edition(s) (All edition or Delhi edition) for advertisement with the approval of Competent Authority, then only advertisement are published as per the HODs specifications.
 - (c) It is also mentioned that in case the HoDs do not specify the newspaper duly approved by the Competent Authority, then in that scenario, the PR Department will get the advertisement published only on roaster basis as per the criteria fixed – the value of the tender or other terms & conditions.
 - d. For advertisement in specific newspaper and intending wide publicity the HoDs/department should specify the newspaper with the approval of Competent Authority otherwise advertisement published on roaster basis system only.
11. All Departments should send the request of Publication of advertisements in newspaperes after obtaining the approval of Chairman, NDMC for publication to Public Relations Department. Advertisements are released on the basis of request for particular newspapers of the department or a generalized policy of economizing the expenditure as per roaster of empanelled newspapers maintained in the department.
 12. Advertisements are released through Ten Empanelled Creative/Advertising Agencies with NDMC, after the scrutiny, approval of the concerned department head and approval of the Competent Authority. The empanelled agencies shall not raise any charges to NDMC for their efforts for concept, translation, designing and analyzing the publication except the approved rates of NDMC.
 13. As per CPWD Manual 2019, clause 4.12 for Publicity of Tender Notice, Public Relations Department receive the Tender Notice only where the sanction of next higher authority will be separately enclosed with request of the publication of the tender.

14. As per guidelines of Central Vigilance Commission, every advertisement/NIT sent for publication in newspapers by various departments must carry the website address (www.ndmc.gov.in) and provide a link with NIC website. It should confirm to the requirements of e-tendering/GeM Portal.
15. The DAVP rates as and when revised by the DAVP shall also be applicable to NDMC will be acceptable and implemented automatically.
16. Director (PR) is delegated the power for sanction of amount to be paid to the newspapers towards advertisement expenses subject to rates approved by the Chairperson, NDMC in respect of newspapers.

This issue with the approval of the Chairperson, NDMC.


11/10/2023

(Dinesh Kr Aggarwal)
Dy. Director (Public Relations)

Copy to:-

1. Members of the Council
2. Financial Advisor
3. Chief Auditor
4. Legal Advisor
5. Chief Vigilance Officer
6. All HODs
7. All Divisions
8. PS to Chairperson for kind information of Chairperson
9. PS to Secretary for kind information of Secretary

THE NEWSPAPERS AND THEIR QUOTED RATES (CONTRACT) FOR THE YEAR 2023-24

(Delhi/Outside Delhi Edition) [COMMERCIAL RATES]

Sr. No.	Name of Newspaper	Circulation	Classified Adv. Per Square Cms								Display Adv. Per Square Cms														Remarks, if any			
											Black & White							Coloured										
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display		
1.	TIMES OF INDIA (SUPER SAVER - II) (ALL EDITIONS)	25,37,026	7194	7194	7194	7194	7194 (Rs. 4625 on wed & Fri only)	7194	7194	7194	7194	7194	7194	7194	7194 (Rs. 4625 on wed & Fri only)	7194	7194	7194	7194	7194	7194	7194	7194 (Rs. 4625 on wed & Fri only)	7194	7194	7194	7194	Eligible
Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads. Please note Times Ascent is carried on every Wednesday and Friday																												
Place of Editions - Delhi, Bangalore, Ahmedabad, Chennai, Hyderabad, Kolkata Metro, Pune, Nagpur, Mysore, Mangalore, Lucknow, Kanpur, Jaipur & Goa																												
2.	HINDUSTAN TIMES (ALL EDITIONS) + MINT FREE OF COST	16,65,340	5438	5438	5438	5438	5438 (Rs. 2629 HT Shine on Tues only)	5438	7828	7828	5438	5438	5438	5438	5438 (Rs. 2629 HT Shine on Tues only)	5438	7828	7828	5438	5438	5438	5438	5438 (Rs. 2629 HT Shine on Tues only)	5438	7828	7828	5438	Eligible
Note :- Extra charges for particular page /position and combined concessional rates as per rate card. For appointments advertisements other than Tuesday, Public Notice/ Tenders rate would be applicable.																												
Place of Editions - Delhi, Mumbai, Pune, Chandigarh, Lucknow, Patna + Ranchi																												
3.	HINDU (ALL EDITIONS) - BUSINESS LINE (ALL EDITIONS) - FREE OF COST	14,15,792	--	--	--	--	--	--	--	--	5975	4805	5975	5975	3335	4805	5975	5975	5975	4805	5975	5975	3335	4805	5975	5975	5975	Eligible
Place of Editions - Chennai, Hyderabad, Vishakhapatnam, Bengaluru, New Delhi, Kozhikode (Malappuram).																												

PR Asstt

A.I.O

Dy. Director (PR)

No.	Name of Newspaper	Circulation	Classified Adv.								Display Adv. Per Square Cms														Remarks, if any		
			Per Square Cms								Black & White							Coloured									
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	
4.	THE INDIAN EXPRESS + THE FINANCIAL EXPRESS + JANSATTA (ALL EDITIONS)	7,51,262	4110	4110	4110	4110	1940	4110	-	-	4110	4110	4110	4110	1940	4110	4110	4110	4110	4110	4110	4110	1940	4110	4110	4110	Eligible
Note :- No extra charges for page – position or colour advertisements																											
Appointment ads if carried, other than specific appointment days will attract Display/ Public Notice rates.																											
Place of Editions - THE INDIAN EXPRESS - (Ahmedabad, Vadodara, Chandigarh, Delhi, Jaipur, Kolkata, Lucknow, Mumbai, Nagpur, Pune) + THE FINANCIAL EXPRESS - (Ahmedabad, Bangalore, Chandigarh, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, Pune) + JANSATTA - (Chandigarh, Delhi, Kolkata, Lucknow)																											
5	THE ECONOMIC TIMES (ALL EDITIONS)	4,90,775	4818	4818	4818	4818	4818 (Rs. 1815 on Tues)	4818	6894	6894	4818	4818	4818	4818	4818 (Rs. 1815 on Tues)	4818	6894	6894	4818	4818	4818	4818	4818 (Rs. 1815 on Tues)	4818	6894	6894	Eligible
Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads, please note ET Ascent is carried on every Tuesday																											
Place of Editions - Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmedabad, Pune, Chandigarh, Lucknow, Jaipur																											
6	THE PIONEER (ALL EDITION) ENGLISH	3,39,481	--	--	--	--	--	--	--	--	2197	2197	2197	2197	2197	2197	2197	2197	3295	3295	3295	3295	3295	3295	3295	3295	Eligible
Place of Edition - Delhi, Chandigarh, Dehradun, Bhopal, Bhubaneswar, Ranchi, Raipur, Lucknow																											

A.I.O

Dy. Director (PR)

PR Asstt

No.	Name of Newspaper	Circulation	Classified Adv.								Display Adv. Per Square Cms														Remarks, if any		
			Per Square Cms								Black & White							Coloured									
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	
COMBO																											
7	TIMES OF INDIA + NAVBHARAT TIMES (COMBINED) DELHI	13,11,298	4111	4111	4111	4111	4111 (1650 for Wed & Fri for TOI & Thurs for NBT)	4111	5735	5735	4111	4111	4111	4111	4111 (1650 for Wed & Fri for TOI & Thurs for NBT)	4111	5735	5735	4111	4111	4111	4111	4111 (1650 for Wed & Fri for TOI & Thurs for NBT)	4111	5735	5735	Eligible
Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads. Please note Times Ascent is carried on every Wednesday and Friday. NBT Smart Jobs is carried on every Thursday. Deadline for booking is Monday (for Wednesday advt.) and Wednesday (for Friday advt.)																											
8	HINDUSTAN TIMES + HINDUSTAN (COMBINED) DELHI	11,89,542	4298	4298	4298	4298	4298 (Rs. 1461 on HT Shine Tues only)	4298	6330	6330	4298	4298	4298	4298	4298 (Rs. 1461 on HT Shine Tues only)	4298	6330	6330	4298	4298	4298	4298	4298 (Rs. 1461 on HT Shine Tues only)	4298	6330	6330	Eligible
9	THE INDIAN EXPRESS + JANSATTA + FINANCIAL EXPRESS (COMBINED) DELHI	86,056	1330	1580	1580	1580	1000	1580	--	--	1330	1580	1580	1580	1000	1580	1330	1330	1330	1580	1580	1580	1000	1580	1330	1330	Eligible
Note :- No extra charges for page – position or colour advertisements. Appointment ads if carried, other than specific appointment days will attract Display/ Public Notice rates.																											

PR Asstt

A.I.O.


 Dy. Director (PR)

DELHI/NCR EDITION

Sr.	Name of	Circulation	Classified Adv.										Display Adv. Per Square Cms														Remarks,
No.	Newspaper	n	Per Square Cms										Black & White							Coloured							if any
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	
10	TIMES OF INDIA (DELHI)	8,31,526	3267	3267	3267	3267	3267 (Rs. 1470 on Wed & Fri only)	3267	4428	4428	3267	3267	3267	3267	3267 (Rs. 1470 on Wed & Fri only)	3267	4428	4428	3267	3267	3267	3267	3267 (Rs. 1470 on Wed & Fri only)	3267	4428	4428	Eligible
Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads. Please not Times Ascent is carried on every Wednesday and Friday. Deadline for booking is Monday (for Wednesday) and Wednesday (for Friday)																											
11	HINDUSTAN TIMES (DELHI) (Mint free for Tender, Auction, Callback Notice and Short term Notice)	9,38,097	3431	3431	3431	3431	3431 (Rs. 1200 on Tues only HT Shine)	3431	5228	5228	3431	3431	3431	3431	3431 (Rs. 1200 on Tues only HT Shine)	3431	5228	5228	3431	3431	3431	3431	3431 (Rs. 1200 on Tues only HT Shine)	3431	5228	5228	Eligible For appointments advertisements other than Tuesday. Tender Notices rates would be applicable
Note :- Extra charges for particular page/ position and combines concessional rates as per card. Mint would be complimentary alongwith Tender Notice/ Auction Notice/ Call back Notice/ Short Term Tender advertisements																											
12	NAVBHARAT TIMES (DELHI)	4,79,772	1779	1779	1779	1779	1779 (Rs. 530 on Thur. only)	1779	1846	1846	1779	1779	1779	1779	1779 (Rs. 530 on Thur. only)	1779	1846	1846	1779	1779	1779	1779	1779 (Rs. 530 on Thur. only)	1779	1846	1846	Eligible
Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads. NBT Smart Jobs is carried on every Thursday																											

PR ASST

A.T.O

Dy. Director (PR)

Sl. No.	Name of Newspaper	Circulation	Classified Adv. Per Square Cms								Display Adv. Per Square Cms														Remarks, if any		
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term		Entertainment	General Display
13	DAINIK JAGRAN (DELHI)	3,12,224	923	923	923	923	923 Main issue 500 Nai Rahe n on Mon only	923	--	--	923	923	923	923	923 Main issue 500 Nai Rahe n on Mon only	923	--	923	1041	1041	1041	1041	1041 Main issue 500 Nai Rahe n on Mon only	1041	--	1041	Eligible Employment notice are published on every Monday (Nai Rahe n)
14	HINDUSTAN (HINDI) DELHI	2,51,445	1508	1508	1508	1508	1508 (Rs. 428 on Tues only)	1508	1134	1134	1508	1508	1508	1508	1508 (Rs. 428 on Tues only)	1508	1134	1134	1508	1508	1508	1508	1508 (Rs. 428 on Tues only)	1508	1134	1134	Eligible
Note :- Extra charges for particular page/ position and combines concessional rates as per card. For appointment advertisements other then Tuesday, Tender / Public Notice rates would be applicable.																											
15	THE PIONEER ENGLISH (DELHI)	1,45,544	--	--	--	--	--	--	--	--	785	785	785	785	785	785	785	785	1293	1293	1293	1293	1293	1293	1293	1293	Eligible
16	THE HINDU (DELHI) + BUSINESS LINE FREE	1,33,153	--	--	--	--	--	--	--	--	505	390	505	505	505	390	505	505	505	390	505	505	505	390	505	505	Eligible
17	THE ECONOMIC TIMES (DELHI)	1,04,968	1734	1734	1734	1734	1734 (Rs. 760 on Thurs day)	1734	2110	2110	1734	1734	1734	1734	1734 (Rs. 760 on Thurs day)	1734	2110	2110	1734	1734	1734	1734	1734 (Rs. 760 on Thurs day)	1734	2110	2110	Not Eligible Free colour is subject to availability of space
Note: On non-appointment days, the TN/PN display rates will be applicable for appointment ads. Please not ET Ascent is carried on every Tuesday.																											
18	MILLENNIUM POST (DELHI)	93,629	--	--	--	--	--	--	--	--	700	700	700	700	700	700	700	700	700	700	700	700	700	700	700	700	Eligible

PR ASST

A.T.O

Dy. Director (PR)

LIST OF NEWSPAPERS AND THEIR QUOTED RATES

ON DAVP RATES FOR THE YEAR 2023-24

Sr. No.	Name of Newspaper	Circulation	Classified Adv. Per Square Cms								Display Adv. Per Square Cms														Remarks, if any			
			Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display	Black & White						Coloured												
										Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display					
HINDI																												
1	PUNJAB KESARI	3,17,525	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	150.50	218.70	218.70	218.70	218.70	218.70	218.70	218.70	218.70	218.70	218.70	Eligible
2	VIRAAT VAIBHAV	2,59,002	122.76	122.76	122.76	122.76	122.76	122.76	--	--	122.76	122.76	122.76	122.76	122.76	122.76	122.76	171.86	171.86	171.86	171.86	171.86	171.86	171.86	171.86	171.86	171.86	Eligible
3	AAJ SAMAJ	1,78,914	84.80	84.80	84.80	84.80	84.80	84.80	--	--	84.80	84.80	84.80	84.80	84.80	84.80	84.80	118.72	118.72	118.72	118.72	118.72	118.72	118.72	118.72	118.72	118.72	Eligible
4	NAVODAYA TIMES	1,27,752	60.55	60.55	60.55	60.55	60.55	60.55	--	--	60.55	60.55	60.55	60.55	60.55	60.55	60.55	84.77	84.77	84.77	84.77	84.77	84.77	84.77	84.77	84.77	84.77	Eligible
5	AMAR UJALA	1,12,878	53.50	53.50	53.50	53.50	53.50	53.50	--	--	53.50	53.50	53.50	53.50	53.50	53.50	53.50	74.90	74.90	74.90	74.90	74.90	74.90	74.90	74.90	74.90	74.90	Eligible
6	RASHTRIYA SAHARA	77,215	--	--	--	--	--	--	--	--	40.29	40.29	40.29	40.29	40.29	40.29	40.29	56.41	56.41	56.41	56.41	56.41	56.41	56.41	56.41	56.41	56.41	Eligible
URDU																												
7	ROZNA MA RASHTRIYA SAHARA	62,234	--	--	--	--	--	--	--	--	30.80	30.80	30.80	30.80	30.80	30.80	30.80	43.12	43.12	43.12	43.12	43.12	43.12	43.12	43.12	43.12	43.12	Eligible
8	HAMARA SAMAJ	50,776	--	--	--	--	--	--	--	--	30.04	30.04	30.04	30.04	30.04	30.04	30.04	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	Eligible
9	DAILY PRATAP	42,446	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	25.85	36.19	36.19	36.19	36.19	36.19	36.19	36.19	36.19	36.19	36.19	Eligible
PUNJABI																												
10	QAU MI PATRIKA	52,800	30.04	30.04	30.04	30.04	30.04	30.04	--	--	30.04	30.04	30.04	30.04	30.04	30.04	30.04	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	42.05	Eligible

PR Asstt

A.I.O

By. Director (PR)

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											Black & White							Coloured									
			Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment Notice	Short Term	Entertainment	General Display	
WEEKLIES																											
1.	EMPLOYMENT NEWS (English, Hindi & Urdu)	82,670	--	--	--	--	--	--	--	--	41.18	41.18	41.18	41.18	41.18	41.18	41.18	41.18	57.65	57.65	57.65	57.65	57.65	57.65	57.65	57.65	Eligible

FOR SPECIAL CASE (HINDI ALL EDITIONS)

Sr. No.	Name of Newspaper	Circulation	Classified Adv. Per Square Cms								Display Adv. Per Square Cms													Remarks, if any	
											Black & White						Coloured								
			Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back Employment Notice	Short Term	Entertainment	General Display		
DAILY																									
1.	AMAR UJALA (ALL EDITIONS)	18,01,836	928.22	928.22	928.22	928.22	928.22	928.22	--	--	928.22	928.22	928.22	928.22	928.22	928.22	928.22	1299.51	1299.51	1299.51	1299.51	1299.51	1299.51	1299.51	Eligible For special cases only
2.	DAINIK JAGRAN	26,41,279	7560	7560	7560	7560	7560	7560			7560	7560	7560	7560	7560	7560	7560	7560	7560	7560	7560	7560	7560	7560	Eligible For special cases only

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