



नई दिल्ली नगरपालिका परिषद

Cm-313534

PUBLIC RELATIONS DEPARTMENT

New Delhi Municipal Council
Palika Kendra, New Delhi-110001

No. PRD/...../D/2020-21

Dated: 14-02-2020
C.No. 313534

The Advertisement Manager,

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.....

Subject:- Renewal of advertisement Rate for the year 2020-21

Sir,

The New Delhi Municipal Council (NDMC) invites advertisement rates, to be charged by your newspaper for publication of NDMC's advertisements during the year 2020-21 (01-04-2020 to 31-03-2021) **on the proforma enclosed only.**

Your quotations should be as per the following terms & conditions and should reach the office of the Director (Public Relations), NDMC, Mezzanine Floor, Public Relations Department, Palika Kendra, Sansad Marg, New Delhi - 110001 latest by **28.02.2020.**

1.	The rates of the financial year (01-04-2020 to 31-03-2021) will be accepted. No mid-term revision in respect of Contract Rates will be accepted under any circumstances.
2.	The rates be submitted along with a certificate of confirmation that the offers rates are the same as quoted for the other bodies like MCD, DDA, DJB, Public Sector Undertakings and Autonomous bodies.
3.	In case it comes in the notice of NDMC that the newspapers has quoted the higher rate to NDMC in comparison to rates offered to other bodies, the NDMC has right to stop the advertisement in future for the concerned newspaper.
4.	Any surcharge in respect of percentage over and above the usual rates as quoted by the newspaper will not be accepted.
5.	The days of the specific advertisement columns for employment or other advertisements be clearly mentioned in the separate column.
6.	The rates for the editions other than Delhi should be submitted alongwith the certified circulation claim duly verified by the Competent Authority.
7.	The circulation claimed should be applicable only issued by DAVP alongwith recent audit report of RNI or ABC. No other claim will be considered.
8.	Separate photocopy of the performa must be used for submitting different newspapers/editions/combined rates.
9.	NDMC reserves the right to accept or reject any or all rates offered by the publications without assigning any reason thereof.
10.	Economy factor in expenditure, circulation, covering major cities, press coverage of NDMC news will also be considered while issuing advertisements to the newspaper.
11.	The proof of empanelment with DAVP under the latest guidelines/parameters being implemented by Central Government. be also enclosed alongwith the documents are mandatory.
12.	The rates must be submitted only on the prescribed performa, attached herewith no other format will be accepted.

Handwritten signature and date: 17/02/2020

Handwritten signature and date: 14/02/2020
(DINESH AGGARWAL)
DY. DIRECTOR (PR)

Encl. Performa

- **Copy to :-**
- 1. Director (PR)**
 - 2. Director(IT) for uploading on the NDMC website.**
 - 3. Jt. Dir (IT) For uploading on the NDMC website**