



नई दिल्ली नगरपालिका परिषद

## PUBLIC RELATIONS DEPARTMENT

New Delhi Municipal Council

Palika Kendra, New Delhi-110001

PRD No. 1987 /D/2015

Dated:- 18-12-15

### CIRCULAR

**SUBJECT:- APPROVAL OF RATES OF NEWSPAPERS AND TERMS & CONDITIONS FOR RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR 2015-16.**

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

With the approval of Competent Authority dated 16/12/2015 advertisement rates of 51 newspapers have been approved for the year 2015-16. The rates of the newspapers who have quoted contract rates are valid for the full financial year (1<sup>st</sup> April 2015 to 31<sup>st</sup> March, 2016). Rates quoted by the newspapers charging DAVP rates are subject to revision as per DAVP and acceptable and implemented automatically. The detail of newspapers and their rates are given at Annexure-I & II.

1. 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. alongwith the Tender Document. It should confirm to the requirements of e-Tendering. 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.

2. GUIDELINES FOR RELEASE OF TENDER NOTICE (1<sup>st</sup> April, 2015 to 31<sup>st</sup> March, 2016)

(i) Tender Notices for works costing upto Rs.5 lakhs, the NIT should be circulated on Notice Boards and on website only.

(ii) Tender Notices for works costing above Rs.5 lakhs upto Rs.25 lakhs will be published in three newspapers i.e. one English, one Hindi & one Urdu/Punjabi from the following newspapers.

<u>ENGLISH</u>	<u>HINDI</u>	<u>URDU/PUNJABI</u>
1. Pioneer (95,568)	1. Rashtriya Sahara (1,12,409)	1. Siyasi Ufuque (60,247)
2. <b>Deccan Herald (90,000) (NEW)</b>	2. Veer Arjun (1,02,341)	2. Hale-e-Watan (58,725)
3. <b>Indian Express (Delhi) (75,776) (+ Jansatta + the Financial Express free of Cost) (NEW)</b>	3. <b>Mahamedha (91,601) (NEW)</b>	3. Sade-e-Watan Jadeed (57,309)
4. The Asian Age (75,139)	4. Amar Bharti (75,000)	4. <b>Al-Momin (55,001) (NEW)</b>
5. Millennium Post (75,000)	5. Deshbandhu (75,000)	5. <b>Siyasi Taqdeer (55,000) (NEW)</b>
6. The Sikh Times (75,000)	6. In-Dinon (75,000)	6. <b>Awam-e-Hind (54,265) (NEW)</b>
7. These Days (75,000)	7. Quami Patrika Hindi (75,000)	
	8. Sankalp Times (75,000)	7. <b>Jan Ekta (Punjabi) (57,937) (NEW)</b>
	9. <b>Samachar Jagat (75,000) (NEW)</b>	

(iii) *Tender Notices for works costing above Rs.25 lakhs upto Rs.1 crore will be published in following newspapers (one English, one Hindi & one Urdu/Punjabi).*

<u>ENGLISH</u>	<u>HINDI</u>	<u>URDU/PUNJABI</u>
1. Times of India(Delhi) (11,21,971)	1. Navbharat Times (4,57,900)	1. Jadid-in-Dinon (75,000)
2. Hindustan Times (Delhi) (9,55,814)	2. Punjab Kesari (2,89,951)	2. Daily Pratap (74,338)
3. Mail Today (2,10,986)	3. Hindustan (2,66,928)	3. Hamara Samaj (71,245)
4. Economics Times (Delhi) (1,85,184)	4. <b>Viraat Vaibhav (2,00,845) (NEW)</b>	4. Hindustan Express (67,011)
5. Hindu (Delhi) (1,03,304)	5. Aaj Samaj (1,93,346)	5. Akhbar-E-Mashriq (67,003)
	6. <b>National Duniya (1,83,345) (NEW)</b>	6. Roznama Rashtriya Sahara (65,517)
	7. Amar Ujala (1,66,785)	7. Quami Patrika Punjabi (75,000)



(iv). Tender Notices for works costing above Rs.1 crore will be published in three newspapers i.e. one English, one Hindi & one Financial (All Editions) from the following newspapers.

(i)	Times of India Super Saver-II (35,87,922)	(Delhi, Mumbai, Kolkata, Lucknow, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa, Pune, Ahmadabad, Bangalore)
(ii)	Hindustan Times (All edition) (18,83,732)	(Delhi, Chandigarh, Bhopal, Kolkata, Lucknow, Patna, Mumbai, Ranchi)
(iii)	<b>Hindu (All edition) (NEW) (13,14,016)</b>	(Allahabad, Anantapur, Banglore, Coimbatore, Hubli, Hyderabad, Kochi, Kolkatta, Kozhikode, Lucknow, Madurai, Mangalore, Mohali, Mumbai, Nelloere, Noida, Thirumvananthapuram, Tiruchirapalli, Vijayawada, Visakhapatnam)
(iv)	Indian Express (All edition) + Jansatta + Financial Express (7,22,067)	(Mumbai, Ahmadabad, Pune, Vadodra, Nagpur, Lucknow, Delhi, Chandigarh, Kolkata, Chennai, Bangalore, Kochi, Hyderabad, Baroda, Jammu)
(v)	Economics Times (All edition) (6,64,586)	(Delhi, Mumbai, Kolkata, Ahmadabad, Bangalore, Chennai, Hyderabad, Pune, Chandigarh, Lucknow)
(vi)	Navbharat Times (4,57,900)	Delhi edition
(vii)	Punjab Kesari (2,89,951)	Delhi edition
(viii)	Hindustan Hindi (2,66,928)	Delhi edition
(ix)	<b>Virat Vibhav (2,00,845) (NEW)</b>	Delhi edition
(x)	Business Line (All edition)(1,27,888)	(Chennai, Bangalore, Coimbatore, Hyderabad, Kochi, Kolkata, Madurai, Mangalore, Mumbai, New Delhi, Thiruvananthapuram, Tiruchirappalli, Vijayawada, Visakhapatnam)

3. Employment Notice is generally to be released in Employment News. Department interested in publishing Employment Notices should send the request for publication to Public Relations Department at least one month in advance before print. However, if the department fails to do so they have to obtain prior specific approval of the Chairperson, NDMC for releasing the employment news in one or more of the following newspapers:-

(i) **Hindustan Times (Shine.com) & Hindustan {Hindi} - Tuesday**

(ii) **Times of India (Ascent) – Wednesday /Navbharat (Thursday)**

4. General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.
5. If any department is interested in adding more newspapers in any particular category specific approval of the Chairperson should be obtained by the department.

6. Before publishing the souvenir, the advertisement must be approved by the Competent Authority.
7. If any advertisement requires a specific design then designs will be invited through design competition from the 'A' Category advertising agencies empanelled with Govt. of NCT of Delhi. The design selected by Competent Authority will be released in the newspapers through that advertising agency as per approved rates. Service Tax or any other Govt. levy as per provisions of Department of Revenue, Ministry of Finance will be paid to the agency.
8. 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 in respect of newspapers.

  
**(NIKHIL CHANDRA)**  
Director (P.R.)

**Copy to:-**

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

**THE NEWSPAPERS AND THEIR QUOTED RATES (CONTRACT) FOR THE YEAR 2015-16**

**(Delhi/Outside Delhi Edition) (COMMERCIAL RATES)**

Sr. No.	Name of Newspaper	Circular	Classified Adv. Per Square Cms									Display Adv. Per Square Cms														Remarks, if any	
												Black & White							Coloured								
			Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment		General Display
1	TIMES OF INDIA (SUPER SAVER - II) (Delhi, Bangalore, Pune, Kolkata, Lucknow, Ahmedabad, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa & Mumbai)	35,87,922	5129	5129	5129	5129	N/A	5129	N/A	N/A	5129	5129	5129	5129	N/A	5129	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
2	HINDUSTAN TIMES (ALL EDITIONS) (Delhi, Mumbai, Chandigarh, Bhopal, Lucknow, Patna, Ranchi & Kolkata)	18,83,732	4065	4065	4065	4065	2000 (on Tues. only)	4065	--	5689	3952	3952	3952	4065	1838 (on Tues. only)	4065	--	5689	3952	3952	3952	4065	1838 (on Tues. only)	4065	--	5689	
3	TIMES OF INDIA & NAVBHARAT TIMES (DELHI)	15,79,873	2987	2987	2987	2987	2987 (Rs. 1285 on Wed. only)	2987	4335	4335	2987	2987	2987	2987	2987 (Rs. 1285 on Wed. only)	2987	4335	4335	2987	2987	2987	2987	2987 (Rs. 1425 on Wed. only)	2987	4335	4335	Free colour is subject to availability to space.
Remarks :- Employment ad/s will be carried in Times Ascent only. If ad is carried in the main edition then TN/PN rate would be applicable. Colour appointment ad option is applicable for Times Ascent only.																											
4	HINDU (ALL EDITION)	13,14,016	N/A	N/A	N/A	N/A	N/A	N/A	--	--	3876	3037	--	--	2192	--	--	3876	3876	3037	--	--	2192	--	--	3876	

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Sr. No.	Name of Newspaper	Circular	Classified Adv. Per Square Cms								Display Adv. Per Square Cms														Remarks, if any		
											Black & White							Coloured									
			Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term		Entertainment	General Display
8	THE ECONOMIC TIMES (ALL EDITIONS) (Display - Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Pune, Ahmedabad, Lucknow) (TENDER - Mumbai, Delhi, Bangalore, Kolkata, Pune, Chennai, Lucknow, Ahmedabad, Hyderabad, Jaipur, Chandigarh)	6,64,586	3502	3502	3502	3502	1345	3502	5578	5578	3502	3502	3502	3502	1345	3502	5578	5578	3502	3502	3502	3502	1525	3502	5578	5578	Employment ads will be carried in ET Highfiller only.
Remarks - If your ad is carried in the main edition then TN/PN rate would be applicable. Free colour is subject to availability of space.																											
9	NAVYANTRAT TIMES (DELHI)	4,57,900	1292	1292	1292	1292	420	1292	1341	1341	1292	1292	1292	1292	420	1292	1341	1341	1292	1292	1292	1292	455	1292	1341	1341	Free colour is subject to availability of space.
Remarks - Appointment rates are applicable to NBT Smart Jobs. If the ad is carried in the main edition then TN/PN rate would be applicable																											
10	HINDUSTAN TIMES + HINDUSTAN (COMBINED) DELHI	N/A	3124	3124	3124	3124	1400 (on Tues. only)	3124	-	4600	3124	3124	3124	3124	1400 (on Tues. only)	3124	-	4600	3124	3124	3124	3124	1400 (on Tues. only)	3124	-	4600	
11	HINDUSTAN (HINDI) DELHI	2,66,928	1096	1096	1096	1096	1096 (Rs. 375 on Tues. only)	1096	825	825	1096	1096	1096	1096	1096 (Rs. 362 on Tues. only)	1096	825	825	1096	1096	1096	1096	1096	1096	825	825	Extra charges for particular page/position and combined concession at rates as per rate card
Remarks - For appointments advertisements other than Tuesday, Tender / Public Notice rates would be applicable.																											

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Sr. No.	Name of Newspaper	Circular	Classified Adv. Per Square Cms									Display Adv. Per Square Cms														Remarks, if any			
			Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Black & White							Coloured											
											Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment		General Display		
12	*MAIL TODAY	2,10,986	N/A	N/A	N/A	N/A	N/A	N/A	--	--	600	600	600	600	400	600	600	600	600	600	600	600	600	600	600	600	600	600	Free colour is subject to availability of space.
13	THE ECONOMIC TIMES (DELHI)	1,85,184	1260	1260	1260	1260	525	1260	2030	2030	1260	1260	1260	1260	525	1260	2030	2030	1260	1260	1260	1260	560	1260	2030	2030			
14	BUSINESS LINE (ALL EDITION)	1,27,888	N/A	N/A	N/A	N/A	N/A	N/A	--	--	1140	612	--	--	445	--	--	1140	1667	758	--	--	570	--	--	1667			
15	THE HINDU (DELHI)	1,03,304	N/A	N/A	N/A	N/A	N/A	N/A	--	--	369	242	--	--	347	--	--	369	369	242	--	--	347	--	--	369			
16	PIONEER	95,568	N/A	N/A	N/A	N/A	N/A	N/A	--	--	510	510	534	534	534	534	534	510	1068	1068	1068	1068	1068	1068	1068	1068	1068		
17	THE INDIAN EXPRESS (DELHI) (+JANSATTA + THE FINANCIAL EXPRESS (DELHI EDITION) FREE OF COST)	75,776	1100	1260	1320	1320	800	1320	--	--	1100	1260	1320	1320	800	1320	1100	1060	1100	1260	1320	1320	800	1320	1100	1060		No extra charges for page position or colour advertisement. Revised rates quoted in the letter dated 06/05/15	
18	ASIAN AGE	75,139	N/A	N/A	N/A	N/A	N/A	N/A	--	--	130	130	145	145	130	145	145	130	130	130	175	175	175	175	175	175	175		
19	*MILLENNIUM POST	75,000	N/A	N/A	N/A	N/A	N/A	N/A	--	--	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		

**NOTE :-**  
 \* The rates of Mail Today & Millennium Post newspapers are already approved last year (2014 to 2016) for the period of two years.

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**LIST OF NEWSPAPERS AND THEIR QUOTED RATES  
(CONTRACT) ON DAVP RATES FOR THE YEAR 2015-16 (SUBJECT TO REVISION BY DAVP)**

Sr. No.	Name of Newspaper	Circular	Classified Adv. Per Square Cms								Display Adv. Per Square Cms											Remarks, if any				
			Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Black & White					Coloured										
										Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	
<b>ENGLISH</b>																										
1.	DECCAN HERALD	90,000	24.64	24.64	24.64	24.64	24.64	24.64	--	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81
2.	THESE DAYS	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
3.	THE SIKH TIMES	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
<b>HINDI</b>																										
4.	PUNJAB KESARI	2,89,951	109.94	109.94	109.94	109.94	109.94	109.94	--	109.94	109.94	109.94	109.94	109.94	109.94	109.94	109.94	153.91	153.91	153.91	153.91	153.91	153.91	153.91	153.91	153.91
Remarks: - 25% extra premia will be charged for specified page, 100% extra on Front Page & 50% extra on Back Page.																										
5.	VIRAAT VAIBHAV	2,00,845	76.16	76.16	76.16	76.16	76.16	76.16	--	76.16	76.16	76.16	76.16	76.16	76.16	76.16	76.16	106.62	106.62	106.62	106.62	106.62	106.62	106.62	106.62	106.62
6.	AJSAJAJ	1,93,346	73.31	73.31	73.31	73.31	73.31	73.31	--	73.31	73.31	73.31	73.31	73.31	73.31	73.31	73.31	102.63	102.63	102.63	102.63	102.63	102.63	102.63	102.63	102.63
7.	NATIONAL DUNIYA	1,83,345	69.52	69.52	69.52	69.52	69.52	69.52	--	69.52	69.52	69.52	69.52	69.52	69.52	69.52	69.52	97.32	97.32	97.32	97.32	97.32	97.32	97.32	97.32	97.32
8.	AMAR UJALA	1,66,795	63.24	63.24	63.24	63.24	63.24	63.24	--	63.24	63.24	63.24	63.24	63.24	63.24	63.24	63.24	88.54	88.54	88.54	88.54	88.54	88.54	88.54	88.54	88.54
9.	RASHTRIYA SAHARA	1,12,409	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	42.62	59.66	59.66	59.66	59.66	59.66	59.66	59.66	59.66	59.66
10.	VEER ARJUN	1,33,341	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	38.80	54.32	54.32	54.32	54.32	54.32	54.32	54.32	54.32	54.32
11.	MAHAMEDHA	91,601	37.92	37.92	37.92	37.92	37.92	37.92	--	37.92	37.92	37.92	37.92	37.92	37.92	37.92	37.92	53.08	53.08	53.08	53.08	53.08	53.08	53.08	53.08	53.08
12.	AMAR BHARTI	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
13.	DESH BANDHU	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81
14.	IN DINON	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
15.	QAUMI PATRIKA	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
16.	SANKALP TIMES	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82
17.	SAMACHAR JAGAT	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82

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Sr. No.	Name of Newspaper	Circular	Classified Adv. Per Square Cms								Display Adv. Per Square Cms														Remarks, if any		
											Black & White							Coloured									
			Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term	Entertainment	General Display	Public Notice	Tender	Auction	Call Back	Employment News	Short Term		Entertainment	General Display
<b>PUNJABI</b>																											
30.	QAUMI PATRIKA	75,000	28.44	28.44	28.44	28.44	28.44	28.44	--	--	28.44	28.44	28.44	28.44	28.44	28.44	28.44	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	39.82	
31.	JAN EKTA	57,937	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	24.64	34.50	34.50	34.50	34.50	34.50	34.50	34.50	34.50	34.50	
<b>WEEKLIES</b>																											
32.	EMPLOYMENT NEWS (English, Hindi & Urdu)	4,92,983	190.44	190.44	190.44	190.44	190.44	190.44	--	--	190.44	190.44	190.44	190.44	190.44	190.44	190.44	--	--	--	--	--	--	--	--	--	

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DIR.(PR)