



No. PRD/2097/D/2021

Date :- 25/03/21

**CIRCULAR**

**SUBJECT:- APPROVED RATES OF NEWSPAPERS AND TERMS & CONDITIONS FOR  
RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR 2021-22**

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. 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.

Consequent upon the adoption of CPWD Manual 2019, clause 4.12 for Publicity of Tender Notice 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](http://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](http://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.**"*

In continuation of the above adoption, the Competent Authority i.e Chairman, NDMC has approved the Advertisement Rates of 36 Newspapers on dated 11.03.2021.

The rates of the newspapers who have quoted contract rates are valid for the full financial year (1st April 2021 to 31st March, 2022). Rates quoted by the newspapers charging DAVP rates are subject to revision as per DAVP and acceptable and will be implemented automatically. The detail of newspapers and their rates are given at Annexure-I, this annexure is uploaded and available on the NDMC website in P.R.Deptt. section.

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, 2021 TO 31<sup>ST</sup> MARCH, 2022)**

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.

ENGLISH	HINDI	URDU/PUNJABI
For English & Hindi newspaper circulation more than 75,000 and upto 1,50,000 and for Urdu/Punjabi having circulation more than 40,000 and offering DAVP/ Commercial rates.		
1. PIONEER (1,45,544) (COM)	1. AAJ SAMAJ (1,46,673)(DAVP)	1. HAMARA SAMAJ (66,937)(DAVP)
2. HINDU (1,33,153) (COM)	2. VEER ARJUN (90,512) (DAVP)	2. DAILY PRATAP (51,829) (DAVP) (NEW)
3. THE ECONOMICS TIMES	3. ACTION INDIA (86,039)(DAVP)	3. ROZNAMA RASHTRIYA SAHARA (45,000)(DAVP)

(1,04,998) (COM)		(NEW)
4. THE INDIAN EXPRESS(97,345) (+JANSATTA + THE FINANCIAL EXPRESS FREE OF COST) (COM)	4. AMAR BHARATI (85613) (DAVP)	4. JADEED INDINON (44,800) (DAVP) (NEW)
5. MILLENNIUM POST (92,725) (COM)(NEW)		5. INS-INDIA (44800) (DAVP) (NEW)
		6. SIYASI UFUQUE (42,150) (DAVP)
		7. JAN EKTA (45,000)(DAVP) (PUNJABI)(NEW)

\*COM indicate as COMMERCIAL Rates

(iii) Tender Notice for works costing above Rs. 25 Lakhs upto Rs. 1 Crore will be published in following newspaper (one English, one Hindi & one Urdu/Punjabi)- Delhi/NCR edition

ENGLISH	HINDI	URDU/PUNJABI
For English & Hindi newspaper circulation more than 1,50,000 and for Urdu/Punjabi having circulation more than 40,000 offering DAVP/Commercial rates.		
1. TIMES OF INDIA (DELHI) (8,31,526) (COM)	1. NAVBHARAT TIMES (4,79,772) (COM)	1. HAMARA SAMAJ (66,937)(DAVP)
2. HINDUSTAN TIMES (DELHI) (8,19,118) (COM)	2. DAINIK JAGRAN (4,56,794) (COM)	2. DAILY PRATAP (51,829) (DAVP) (NEW)
	3. PUNJAB KESRI (3,47,955) (DAVP)	3. ROZNAME RASHTRIYA SAHARA (45,000)(DAVP) (NEW)
	4. HINDUSTAN (2,49,214) (COM)	4. JADEED INDINON (44,800) (DAVP)(NEW)
	5. VIRAT VAIBHAV (2,41,026) (DAVP)	5. INS-INDIA (44800) (DAVP) (NEW)
	6. LOK SATYA (1,68,683) (DAVP)	6. SIYASI UFUQUE (42,150) (DAVP)

	7. AMAR UJALA (1,68,529) (DAVP)	7. JAN EKTA (45,000)(DAVP) (PUNJABI)(NEW)
--	------------------------------------	---

\*COM indicate as COMMERCIAL Rates

(IV) Tender Notices for works costing Rs. 1 crore and above will be published in three newspapers i.e. One English, One Financial (All Editions) and One Hindi (Delhi/NCR Edition from the following newspapers.

**All India Edition of English & Delhi edition of Hindi newspaper (having circulation more than 2 lakhs) and Financial newspaper (All India Editions) (having circulation more than 1.50 lakhs).**

1.	Times of India Super Saver-II (25,37,026) (COMMERICAL)	Delhi, Bangalore, Ahmedabad, Chennai, Hyderabad, Kolkata Metro, Pune, Nagpur, Mysore, Mangalore, Lucknow, Kanpur, Jaipur, Goa
2.	Hindustan Times (All edition) (16,65,340)(COMMERICAL) Mint All Edition free of cost	Delhi, Mumbai, Pune, Chandigarh, Lucknow, Patna, Ranchi
3.	Hindu + Business Line (All Editions) (14,14,189) (COMMERICAL)	(New Delhi, Chennai, Hyderabad, Vishakhapatnam, Bengaluru, Kozhikode (Malappuram)
4.	Indian Express (All edition) + Jansatta + Financial Express (7,51,262)(COMMERICAL)	Ahmedabad, , Chandigarh, Nagpur, Pune, Vadodara, Lucknow, Mumbai, Kolkata, Delhi, + THE FINANCIAL EXPRESS - (Ahmedabad, Mumbai, Kolkata, Delhi, Chennai, Chandigarh, , Hyderabad, + JANSATTA - (Chandigarh, Delhi, Kolkata, Lucknow
5.	Economics Times (All edition) (4,90,775)(COMMERICAL)	Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmedabad, Pune, Chandigarh, Lucknow, Jaipur

6.	Pioneer (All Edition) (3,94,526) (COMMERICAL)	Delhi, Chandigarh, Dehradun, Lucknow, Bhopal, Bhubaneswar, Raipur, Ranchi,
7.	The Statesman (All Edition)(2,05,178) <b>New</b> (COMMERICAL)	Delhi, Kolkata Siliguri, Bhubaneswar
8.	Navbharat Times (4,79,772)(COMMERICAL)	Delhi edition
9.	Dainik Jagran (COMMERICAL) (4,56,794)	Delhi Edition
10.	Punjab Kesari (3,47,955)(DAVP)	Delhi edition
11.	Hindustan Hindi (2,49,214) (COMMERICAL)	Delhi edition
12.	Viraat Vaibhav (2,41,026) (DAVP)	Delhi Edition

For All Editions in Hindi Newspaper – **DAVP RATE – in special case only**

1.	<b>Amar Ujala - All edition</b> <b>(25,59,364)</b> <b>(DAVP)</b>	<b>Edition areas :-</b> <b>Delhi, Agra, Meerut, Bareilly, Muradabad,</b> <b>Aligarh, Kanpur, Lucknow, Jhansi, Varanasi,</b> <b>Allahabad, Gorakhpur, Dehradun, Nainital,</b> <b>Rohtak, Chandigarh, Jalandhar, Jammu,</b> <b>Dharamshala</b>
----	--	---

3. **The advertisement may also published in commercial newspaper for Delhi Edition for economizing the expenditure in following combined category:-**

(i)	Times of India + Navbharat Times (COMMERICAL)	Delhi Edition
(ii)	Hindustan Times + Hindustan Hindi (COMMERICAL)	Delhi Edition

4. 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 newspaper's in Employment Columns:-

- (i) **Hindustan Times (Shine.com) & Hindustan {Hindi} - Tuesday**
- (ii) **Times of India (Ascent)(Wednesday) & Navbharat Times - Thursday**

5. General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.
6. 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.
7. Before publishing the souvenir, the advertisement must be approved by the Competent Authority, NDMC.
8.
  - a. If any advertisement requires a specific design then designs / General Display (highlighting NDMC activities/campaigns) advertisements should be done in house by the Department themselves. As in absence of creative/advertisement agencies in P.R. Department will not facilitate for designing /creative works.
  - b. Further, it is also pertinent to mention here that the empanelled agencies shall not be raise any charges to NDMC for their efforts for concept, designing and analyzing the publication, as when agencies will empanelled for working.
  - 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. The selection of the design and their approval from Competent Authority will be the responsibility of the concerned department.
9. (a) It is also informed that 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.

If HODs mention the specific newspaper(s) and specific edition(s) (All edition or Delhi edition) for advertisement, then only advertisement are published as per the HODs specifications.

- (b) Further 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 in advertisement only on roaster basis as per the criteria fixed – the value of the tender.
- (C). 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.

10. 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.*

*DM*  
*24/3/21*  
**(R.N. SINGH)**  
**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 2021-22**

**{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			
			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						
1.	TIMES OF INDIA (SUPER SAVER - II)	25,37,026	7194	7194	7194	7194	7194 (Rs. 4625 on wed & Fri only)	7194	7194	7194	7194	7194	7194	7194 (Rs. 4625 on wed & Fri only)	7194	7194	7194	7194	7194	7194	7194	7194	7194	7194	7194	7194	7194	Eligible	
<p align="center"><i>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</i></p>																													
<p align="center">Place of Editions - Delhi, Bangalore, Ahmedabad, Chennai, Hyderabad, Kolkata Metro, Pune, Nagpur, Mysore, Mangalore, Lucknow, Kanpur, Jaipur, Goa &amp; Mumbai Mirror</p>																													
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	5438	5438	7828	7828	7828	Eligible
<p align="center"><i>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.</i></p>																													
<p align="center">Place of Editions - Delhi, Mumbai, Pune, Chandigarh, Lucknow, Patna + Ranchi</p>																													
3.	HINDU (ALL EDITION) + BUSINESS LINE (ALL EDITION) - FREE OF COST	14,14,189	--	--	--	--	--	--	--	--	5975	4805	5975	5975	3250	5975	5975	5975	5975	4805	5975	5975	3250	5975	5975	5975	5975	Eligible	
<p align="center">Place of Editions - Chennai, , Hyderabad, Vishakhapatnam, Bengaluru, New Delhi, Kozhikode (Malappuram),</p>																													

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

Sl. 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
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	1940	4110	4110	4110	Eligible	
<p>Note :- No extra charges for page – position or colour advertisements</p> <p>Appointment ads if carried, other than specific appointment days will attract Disply/ Public Notice rates.</p> <p>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)</p>																											
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	6984	6984	Eligible
<p>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</p> <p>Place of Editions - Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmedabad, Pune, Chandigarh, Lucknow, Jaipur</p>																											
6	PIONEER (ALL EDITION) ENGLISH	3,94,526	-	-	-	-	-	-	-	2197	2197	2197	2197	2197	2197	2197	2197	3295	3295	3295	3295	3295	3295	3295	3295	3295	Eligible
<p>Place of Edition - Delhi, Chandigarh, Dehradun, Bhopal, Bhubaneswar, Ranchi, Raipur</p>																											
7	THE STATESMAN (ALL EDITION)	2,05,178	242	242	242	242	242	242	242	242	242	242	242	242	242	242	242	363	363	363	363	363	363	363	363	363	Eligible (NEW)
<p>Place of Edition - Delhi, Kolkata, Siliguri, Bhubaneswar</p>																											

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

Sl. 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	

**COMBO**

8	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
<p><i>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.)</i></p>																											
9	HINDUSTAN TIMES + HINDUSTAN (COMBINED) DELHI	10,70,563	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	

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

## DELHI/NCR EDITION

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	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
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
<p><i>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)</i></p>																											
11	HINDUSTAN TIMES (DELHI) (Mint free for Tender, Auction, Callback Notice and Short term Notice)	8,19,118	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
<p><i>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</i></p>																											
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
<p><i>Note :- On non-appointment days, the TN/PN display rates will be applicable for appointment ads. NBT Smart Jobs is carried on every Thursday</i></p>																											

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

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	
13	DAINIK JAGRAN (DELHI)	4,56,794	923	923	923	923	937	923	--	--	923	923	923	923	937	923	--	1041	1041	1041	1041	1041	937	1041	--	1041	Eligible Employment notice are published on every Monday	
14	HINDUSTAN (HINDI) DELHI	2,49,214	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 than Tuesday, Tender / Public Notice rates would be applicable.																												
15	PIONEER ENGLISH (DELHI)	1,45,544	--	--	--	--	--	--	--	--	785	785	785	785	785	785	785	785	1293	1293	1293	1293	1293	1293	1293	1293	1293	Eligible
16	THE HINDU (DELHI) + BUSINESS LINE FREE	1,33,153	--	--	--	--	--	--	--	--	505	390	505	505	475	390	505	505	505	390	505	505	475	390	505	505	Eligible	
17	THE ECONOMIC TIMES (DELHI)	1,04,998	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	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.																												

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

Sl. 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	
8.	THE INDIAN EXPRESS (DELHI) (+JANSATTA + THE FINANCIAL EXPRESS (DELHI EDITION) FREE OF COST)	97,345	1330	1580	1580	1580	1000	1580	-	-	1330	1580	1580	1580	1000	1580	1330	1330	1330	1580	1580	1580	1000	1580	1330	1330	Eligible	
<p><b>Note :- No extra charges for page – position or colour advertisements.</b>  <b>Appointment ads if carried, other than specific appointment days will attract Display/ Public Notice rates.</b></p>																												
19.	MILLENNIUM POST	92,725	-	-	-	-	-	-	-	-	700	700	700	700	700	700	700	700	700	700	700	700	700	700	700	700	700	Eligible

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)

**LIST OF NEWSPAPERS AND THEIR QUOTED RATES**  
**ON DAVP RATES FOR THE YEAR 2021-22 (SUBJECT TO REVISION BY DAVP)**

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>HINDI</b>																												
1.	PUNJAB KESARI	3,47,955	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	164.92	230.89	230.89	230.89	230.89	230.89	230.89	230.89	230.89	230.89	230.89	Eligible
2.	VIRAAT VAIBHAV	2,41,026	114.24	114.24	114.24	114.24	114.24	114.24	--	--	114.24	114.24	114.24	114.24	114.24	114.24	114.24	159.94	159.94	159.94	159.94	159.94	159.94	159.94	159.94	159.94	159.94	Eligible
3.	LOK SATYA	1,68,683	79.95	79.95	79.95	79.95	79.95	79.95	--	--	79.95	79.95	79.95	79.95	79.95	79.95	--	111.93	111.93	111.93	111.93	111.93	111.93	111.93	--	--	Eligible	
4.	AMAR UJALA	1,68,529	79.88	79.88	79.88	79.88	79.88	79.88	--	--	79.88	79.88	79.88	79.88	79.88	79.88	79.88	111.83	111.83	111.83	111.83	111.83	111.83	111.83	111.83	111.83	111.83	Eligible
5.	AAJ SAMAJ	1,46,673	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	97.33	97.33	97.33	97.33	97.33	97.33	97.33	97.33	97.33	97.33	Eligible
6.	VEER ARJUN	90,512	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	47.40	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	Eligible
7.	ACTION INDIA	86,039	47.40	47.40	47.40	47.40	47.40	47.40	--	--	47.40	47.40	47.40	47.40	47.40	47.40	47.40	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	Eligible
8.	AMAR BHARTI	85,613	47.40	47.40	47.40	50.00	35.00	47.40	--	--	47.40	47.40	47.40	47.40	47.40	47.40	47.40	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	66.36	Eligible

  
Sr. Asstt

  
A.I.O

  
Dy. Director (PR)

  
Director (PR)

**URDU**

9.	HAMARA SAMAJ	66,937	35.55	35.55	35.55	35.55	35.55	35.55	--	--	35.55	35.55	35.55	35.55	35.55	35.55	35.55	35.55	49.77	49.77	49.77	49.77	49.77	49.77	49.77	49.77	49.77	Eligible
10	DAILY PRATAP	51,829	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	30.04	42.06	42.06	42.06	42.06	42.06	42.06	42.06	42.06	42.06	Eligible
11	ROZNAMA RASHTRIYA SAHARA	45,000	--	--	--	--	--	--	--	--	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	Eligible
12	JADEED INDINON	44,800	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	Eligible
13	INS-INDIA	44,800	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	Eligible
14	SIYASI UFUQUE	42,150	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	Eligible

**PUNJABI**

15	JAN EKTA	45,000	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
----	----------	--------	-------	-------	-------	-------	-------	-------	----	----	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	----------

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>WEEKLIES</b>																												
1.	EMPLOYMENT NEWS (English, Hindi & Urdu)																											

  
Sr. Asstt

  
A.I.O

  
Dy. Director (PR)

  
Director (PR)

**LIST OF NEWSPAPERS AND THEIR QUOTED RATES**  
**ON DAVP RATES FOR THE YEAR 2021-22 (SUBJECT TO REVISION BY DAVP)**

**FOR SPECIAL CASE (HINDI ALL EDITIONS)**

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>DAILY</b>																										
AMAR UJALA (ALL EDITIONS)	25,59,364	1252.83	1252.83	1252.83	1252.83	1252.83	1252.83	-	-	1252.83	1252.83	1252.83	1252.83	1252.83	1252.83	1252.83	1753.96	1753.96	1753.96	1753.96	1753.96	1753.96	1753.96	1753.96	1753.96	For special cases only

Sr. Asstt

A.I.O

Dy. Director (PR)

Director (PR)