

THE NEWSPAPERS AND THEIR QUOTED RATES (CONTRACT) FOR THE YEAR 2016-17

{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											
ALL EDITIONS NEWSPAPERS																														
1.	TIMES OF INDIA (SUPER SAVER - II) (ALL EDITIONS) <i>(Delhi, Bangalore, Pune, Kolkata, Lucknow, Ahmedabad, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa & Mumbai)</i>	37,11,979	5488	5488	5488	5488	3770	5488	5488	5488	5488	5488	5488	5488	3770	5488	5488	5488	5488	5488	5488	5488	5488	5488	5488	3920	5488	5488	5488	Free colour is subject to availability of space
Employment Notice /Appointment ads rates are for TOI – All Edition in TOI-Ascent published every Wednesday. If ad is carried in the main edition, then TN/PN rate would be applicable.																														
2.	HINDUSTAN TIMES (ALL EDITIONS) <i>(Delhi, Mumbai, Chandigarh, Bhopal, Lucknow, Patna, Ranchi & Kolkata)</i>	22,00,000	4150	4150	4150	4150	2160	4150	5973	5973	4150	4150	4150	4150	2160	4150	5973	5973	4150	4150	4150	4150	2160	4150	5973	5973				
<ul style="list-style-type: none"> 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. Mint would be complimentary alongwith HT All Editions for Tender Notice and Public Notice Advt. 																														
3.	HINDU (ALL EDITION) <i>(Allahabad, Anantapur, Bangalore, Coimbatore, Hubli, Hyderabad, Kochi, Kolkata, Kozhikode, Lucknow, Madurai, Mangalore, Mahali, Mumbai, Nelloere, Noida, Thiruvananthapuram, Tiruchirappalli, Vijayawada, Visakhapatnam)</i>	12,61,658	--	--	--	--	--	--	--	--	4070	3189	4650	4650	2302	4650	--	4070	4070	3189	4650	4650	2302	4650	--	4070				

SA (Advt)

(AIO)

2016-2017
PR approved
Rishi bit

25/5/2016
Dir. (P.R.)

Dy. Dir. (P.R.)

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			
4.	THE INDIAN EXPRESS (Mumbai, Ahmedabad, Pune, Vadodara, Nagpur, Delhi, Chandigarh, Lucknow, Kolkata) + THE FINANCIAL EXPRESS (Chennai, Kochi*, Bangalore, Mumbai, Delhi, Kolkata, Chandigarh, Hyderabad, Pune, Ahmedabad, Lucknow) + JANSATTA (Delhi, Chandigarh, Kolkata, Lucknow) (ALL EDITIONS)	430579	3580	3450	3580	3580	1635	3580	--	--	3580	3450	3580	3580	1635	3580	3580	3450	3580	3450	3580	3580	1635	3580	3580	3450	<ul style="list-style-type: none"> No extra charges for page – position or colour advertisements. Appointment ads if carried, other than specific appointment days will attract Display/ Public Notice rates. Extra sq. cms. If consumed in Jansatta are not chargeable. 		
		+																											
		174376																											
		118542																											
		723497																											
5.	THE ECONOMIC TIMES (ALL EDITIONS) (DISPLAY - Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hydera 1, Pune, Ahmedabad, Lucknow, Jaipur, Chandigarh) (TENDER - Mumbai, Delhi, Bangalore, Kolkata, Pune, Chennai, Lucknow, Ahmedabad, Hyderabad, Jaipur, Chandigarh)	5,55,922	3677	3677	3677	3677	1345	3677	5525	5525	3677	3677	3677	3677	1345	3677	5525	5525	3677	3677	3677	3677	1525	3677	5525	5525	Free color is subject to availability of space		

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			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
6.	PIONEER (ALL EDITION) (Delhi, Lucknow, Dehradun, Chandigarh, Ranchi Bhubneswar, Raipur, Bhopal)	5,37,397	N/A	N/A	N/A	N/A	N/A	N/A	--	--	1500	1500	1500	1500	1500	1500	1500	2250	2250	2250	2250	2250	2250	2250	2250		
7.	BUSINESS STANDARD (ALL EDITIONS) (English - Delhi, Lucknow, Chandigarh, Mumbai, Pune, Ahmadabad, Chennai, Kochi, Bangalore, Hyderabad, Bhubneswar, Kolkata) (Hindi - Delhi, Lucknow, Chandigarh, Bhopal, Kolkata, Patna, Mumbai)	1,31,742	N/A	N/A	N/A	N/A	N/A	N/A	--	--	200	1100	1100	1100	432	1100	1000	1000	326	1375	1375	1375	620	1375	1425	1425	
<p>Note - Business Standard (English + Hindi) All Editions circulation is 1,31,742 (English All Editions - 1,02,285 and Hindi All Editions - 29,457). Therefore, any advertisement which will get released on behalf of NDMC in Business Standard - English (All Editions) will also get published in Business Standard - Hindi (All Editions) as complimentary.</p>																											
COMBO NEWSPAPERS - DELHI EDITION																											
8.	TIMES OF INDIA & NAVBHARAT TIMES (DELHI)	16,87,322	3136	3136	3136	3136	1285	3136	455	4552	3136	3136	3136	3136	1285	3136	4552	4552	3136	3136	3136	3136	1425	3136	4552	4552	
<ul style="list-style-type: none"> • Employment ad/s will be carried in Times Ascent published on Wednesdays and NBT Smart Jobs published on Thursdays. If ad is carried in the main edition then TN/PN rate would be applicable. Free color is subject to availability of space. • Color appointment and option is applicable for Times Ascent only 																											
9.	HINDUSTAN TIMES + HINDUSTAN (COMBINED) DELHI	12,18,770	3280	3280	3280	3280	1400	3280	4830	4830	3280	3280	3280	3280	1400	3280	4830	4830	3280	3280	3280	3280	1400	3280	4830	4830	
10.	THE INDIAN EXPRESS (DELHI) (+JANSATT + THE FINANCIAL EXPRESS {DELHI EDITION} FREE OF COST)	75,000	1150	1320	1370	1370	840	1370	--	--	1150	1320	1370	1370	840	1370	1150	1110	1150	1320	1370	1370	840	1370	1150	1110	
<ul style="list-style-type: none"> • With the Indian Express (Delhi), The Financial Express (Delhi) & Jansatta(Delhi) as a value addition. • No extra charges for page-position or color advertisements • Extra sq.cms. if consumed in Jansatta are not chargeable. • Appointment ads if carried, other than specific appointment days will attract Display/ Public Notice rates 																											
11.	PIONEER (HINDI + ENGLISH) COMBO	2,01,350	N/A	N/A	N/A	N/A	N/A	N/A	--	--	750	750	750	750	750	750	750	1125	1125	1125	1125	1125	1125	1125	1125	1125	

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	
DELHI EDITIONS																												
12.	TIMES OF INDIA (DELHI)	10,49,946	2492	2492	2492	2492	1145	2492	3895	3895	2492	2492	2492	2492	1145	2492	3895	3895	2492	2492	2492	2492	1270	2492	3895	3895	Free color is subject to availability of space	
<ul style="list-style-type: none"> Employment/Appointment ad/s will be carried in Times Ascent (Wednesday) only. If ad carried in the main edition then TN/PN rate would be applicable. In case of Appointment advt. standalone ads will be carried in display pages under Times Appointments slug. 																												
13.	HINDUSTAN TIMES (DELHI)	9,38,538	2619	2619	2619	2619	2669 (Rs. 1035 on Tues. only)	2619	3990	3990	2619	2619	2619	2619	2669 (Rs. 1035 on Tues. only)	2619	3990	3990	2619	2619	2619	2619	2669 (Rs. 1035 on Tues. only)	2619	3990	3990	{Mint free for Tender, Auction, Callback Notice and Short term Notice}	
<ul style="list-style-type: none"> Extra charges for particular page/position and combined concessional rates as per rate card. Mint would be complementary alongwith Tender Notice/Auction Notice/ Call Back Notice /Short Term Tender advertisements. For appointments advertisements other than Tuesday, Tender/ Public Notice rates would be applicable. 																												
14.	NAVBHARAT TIMES (DELHI)	6,37,376	1357	1357	1357	1357	420	1357	1408	1408	1357	1357	1357	1357	455	1357	1408	1408	1357	1357	1357	1357	455	1357	1408	1408	Free color is availability of space	
Appointment rates are applicable to NBT Smart Jobs published on Thursdays. If add is carried in the main edition then TN/PN rate would be applicable.																												
15.	HINDUSTAN (HINDI) DELHI	2,80,232	1151	1151	1151	1151	1173 (Rs. 400 on Tues. only)	1151	866	866	1151	1151	1151	1151	1173 (Rs. 400 on Tues. only)	1151	866	866	1151	1151	1151	1151	1173 (Rs. 400 on Tues. only)	1151	866	866		
<ul style="list-style-type: none"> Extra charges for particular page/ position and combined concessional rates as per rate card. For appointment advertisements other than Tuesday, Tender/ Public Notice rate would be applicable. 																												
16.	MAIL TODAY (DELHI)	2,10,986	N/A	N/A	N/A	N/A	N/A	N/A	--	--	630	630	630	630	332	630	630	630	630	630	630	630	630	630	630	630	630	
<ul style="list-style-type: none"> No premium will be charged for 3rd /5th and back page display advertisement. It will be place free of cost, subject to availability of space. B/w & colored rates are same for all categories of advertisement 																												

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			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	
17.	THE ECONOMIC TIMES (DELHI)	1,53,766	1323	1323	1323	1323	580	1323	2030	2030	1323	1323	1323	1323	620	1323	2030	2030	1323	1323	1323	1323	620	1323	2030	2030		
			<ul style="list-style-type: none"> • Employment /Appointment ad/s will be carried in ET Ascend published on Tuesdays only. If ad is carried in the main edition, then TN/PN rate would be applicable. • Free colour is subject to availability of space 																									
18.	PIONEER (DELHI)	1,26,350	N/A	N/A	N/A	N/A	N/A	N/A	--	--	536	536	536	536	536	536	536	536	1068	1068	1068	1068	1068	1068	1068	1068	1068	
19.	THE HINDU (DELHI)	1,12,965	--	--	--	--	--	--	--	--	388	254	450	450	364 on Wed. only	450	--	388	388	254	450	450	364 on Wed. only	450	450	--	388	
20.	MILLENNIUM POST (DELHI)	91,712	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	Rate not increased since last two years i.e. 2014-2016

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LIST OF NEWSPAPERS AND THEIR QUOTED RATES

ON DAVP RATES FOR THE YEAR 2016-17 (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		
ENGLISH																													
1.	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	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81		
2.	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	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81		
3.	DECCAN HERALD	75,000	--	--	--	--	--	--	--	--	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		
HINDI																													
4.	PUNJAB KESARI	3,74,865	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	142.14	198.99	198.99	198.99	198.99	198.99	198.99	198.99	198.99	198.99	198.99	For any specific page 25% extra
Note - Front Page 100% extra, Back Page 50% extra																													
5.	VIRAAT VAIBHAV	2,51,468	95.35	95.35	95.35	95.35	95.35	95.35	--	--	95.35	95.35	95.35	95.35	95.35	95.35	95.35	95.35	133.49	133.49	133.49	133.49	133.49	133.49	133.49	133.49	133.49	133.49	
6.	AMAR UJALA	1,97,603	74.93	74.93	74.93	74.93	74.93	74.93	--	--	74.93	74.93	74.93	74.93	74.93	74.93	74.93	74.93	104.90	104.90	104.90	104.90	104.90	104.90	104.90	104.90	104.90	104.90	
7.	AAJ SAMAJ	1,95,127	73.99	73.99	73.99	73.99	73.99	73.99	--	--	73.99	73.99	73.99	73.99	73.99	73.99	73.99	73.99	103.58	103.58	103.58	103.58	103.58	103.58	103.58	103.58	103.58	103.58	
8.	RASHTRIYA SAHARA	1,12,752	42.75	42.75	42.75	42.75	42.75	42.75	--	--	42.75	42.75	42.75	42.75	42.75	42.75	42.75	42.75	59.85	59.85	59.85	59.85	59.85	59.85	59.85	59.85	59.85	59.85	
9.	VEER ARJUN	1,02,341	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	38.80	54.32	54.32	54.32	54.32	54.32	54.32	54.32	54.32	54.32	54.32	
10.	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	53.08	

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												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	
26.	SIYASI TAQDEER	65,600	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			
27.	ROZNAAMA RASHTRIYA SAHARA	65,171	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			
28.	SIYASI UFUQUE	65,025	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			
29.	HAMARA MAQSAD	72,224	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			
30.	QAUMI RAHBAR	55,525	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	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50			
31.	SALAR-E-HIND	55,400	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			
32.	RABTA TIMES	50,671	24.03	24.03	24.03	24.03	24.03	24.03	--	--	24.03	24.03	24.03	24.03	24.03	24.03	24.03	33.64	33.64	33.64	33.64	33.64	33.64	33.64	33.64			
33.	QAUMI DUNIYA	50,000	24.03	24.03	24.03	24.03	24.03	24.03	--	--	24.03	24.03	24.03	24.03	24.03	24.03	24.03	33.64	33.64	33.64	33.64	33.64	33.64	33.64	33.64			
PUNJABI																												
34.	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	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81	39.81		
35.	JAN EKTA	66,100	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		
WEEKLIES																												
36.	EMPLOYMENT NEWS (English, Hindi & Urdu)	342955	132.49													185.48												


Sr.Asstt.


AIO (PR)


DD (PR)


Director (P.R.)