



PUBLIC RELATIONS DEPARTMENT

New Delhi Municipal Council

Palika Kendra, New Delhi-110001

No. PRD/...26.../D/2018

Dated: 05/01/2018

The Advertisement Manager,

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.....

Subject:- Renewal of advertisement Rate for the year 2018-19

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 2018-19 (01-04-2018 to 31-03-2019) **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 **25.01.2018.**

1.	The rates of the financial year (01-04-2018 to 31-03-2019) will be accepted. No mid-term revision in respect of Contract Rates will be accepted under any circumstances.
2.	The rates be submitted alongwith a certificate of confirmation that the offered 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 comparision 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 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 RNI audit report 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 by also enclosed alongwith the documents are mandatory.
12.	The rates must be submitted only on the prescribed Proforma, attached herewith no other format will be accepted.

Handwritten signature and date: 5/1/18
JD (IT)

Handwritten signature
(V.K.GAUTAM)
DIRECTOR (PR)

Encl. Performa

➤ **Copy to :- Director(IT) for uploading on the NDMC website.**

**PARTICULARS AND RATES FOR PUBLICATION OF ADVERTISEMENTS OF
NEW DELHI MUNICIPAL COUNCIL DURING 2018-2019**

1. Title of Newspaper	:	_____
2. Place of Publication	:	_____
3. Income tax A/c No. (PAN Number)	:	_____
4. Empanelled with DAVP or not(Attached latest proof)	:	_____
5. Circulation certified by ABC/RNI/DAVP	:	_____
6. Circulation in NDMC area (please enclose the particulars of outlets, this information is required for Appeal, Public Notices etc. issued for the benefit of NDMC residents.)	:	_____ _____
7. Newspaper approved by MCD/DDA/DJB or other similar Government bodies (enclose the latest approval letter)	:	_____ _____

Sr. No.	Nature of Advt.	CLASSIFIED Rates per sq. cms.	DISPLAY Rates per sq. cms.	
			B&W	Coloured
a)	Public Notice	Rs. _____	Rs. _____	Rs. _____
b)	Tender Notice	Rs. _____	Rs. _____	Rs. _____
c)	Auction Notice	Rs. _____	Rs. _____	Rs. _____
d)	Call Back Notice	Rs. _____	Rs. _____	Rs. _____
e)	Employment Notice	Rs. _____	Rs. _____	Rs. _____
f)	Short Term Tender	Rs. _____	Rs. _____	Rs. _____
g)	Entertainment		Rs. _____	Rs. _____
h)	Gen. Display (Misc.)		Rs. _____	Rs. _____

Separate rates may be quoted for
Metro/Mahanagar/HT City/Delhi Times/Express News line/Magazine Sections/ Edition/Supplement.

Remarks if any _____

For & on behalf of Newspaper

Title: _____

Signature: _____

Name of Signatory: _____