

दक्षिणी दिल्ली नगर निगम



SOUTH DELHI MUNICIPAL CORPORATION

Directorate of Press & Information
21st Floor, E-Block, Dr. SPM Civic Centre,
JLN Marg, New Delhi - 110002.
Ph. No.: 23227109, 23227153

No. DPI/SDMC/2021-22/303

Dated: 10-1-22

To,
The Advertisement Manager,

SUB: Empanelment of Newspapers, Magazines, Radio, Television Channels and LCD screens, DMRC displays and Misc Outdoor agencies etc., approval of their Advertisement Rates & Tariff and other related matters for the Financial Year-2022-23- reg.

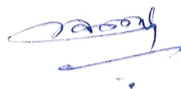
Sir,

I am directed to request you to submit your rates in sealed cover in the enclosed Performa for selection of newspapers and approval of their rates and tariff for publication of SDMC's advertisement for the year 2022-2023. The rates shall be received in the office of the Directorate of P&I, SDMC, Dr. SPM, Civic Centre, 21st Floor, and Delhi up to 15:00 hrs on 24.01.2022 and shall be opened on the same day at 16:00 hrs in the presence of quotationers, if any. The envelope containing quotations should be sealed and clearly marked with subject heading "RATES FOR NEWSPAPER EMPANELEMENT & ADVERTISEMENT RATES" and indicating "NOT TO BE OPENED BEFORE 16:00 hrs on 24.01.2022. Yours quotations should, therefore, be strictly as per the Performa enclosed.

Your attention is invited to the various terms and conditions given herein below. Your application to SDMC would imply acceptance of the under mentioned terms and conditions.

1. Advertisement shall be released to those newspapers, which are most economical and cost effective. It would be imperative for the concerned department to ensure correctness of text and economy in words as well as budgetary provisions for advertisements. In the interest of economy, cost effectiveness, clarity etc. The Directorate of Press & Information, SDMC may also suitably edit text of advertisement. It would be imperative on their part to

- ensure that before putting the advertisement on website, they have fulfilled the requirements of the Directorate of Press & Information, SDMC.
2. No upward revision of rates will be allowed during the financial year 2022-23 to the newspapers which offer CONTRACT RATES. In case, any such newspapers/channel revises its rates, no advertisement shall be released to it till such time, the newspapers reverts to the rates originally quoted herein.
 3. The DAVP Rates as revised by the DAVP shall automatically be applicable to SDMC from the date of their written communication to the Directorate of Press & Information, SDMC by the concerned newspapers/channel and would not require fresh sanction from authorities.
 4. If a newspapers which has offered 'CONTRACT RATES' during the course of the year choose to offer 'DAVP RATES'. It would be automatically accepted and would not require further sanction from the competent authority.
 5. If newspapers revise its rate on lower side, it would be automatically accepted and would not require further sanction from the competent authority.
 6. The rates for special position or slot, local page or Sunday etc. will not be entertained, unless specifically asked for.
 7. No surcharge in term of percentage/rates over and above the approved rates will be acceptable.
 8. The Channels would provide Broadcast/ Telecast Certificate for confirmation of broadcasting/ telecasting of SDMC's advertisements.
 9. All newspapers shall furnish clippings of the SDMC advertisements immediately on publication. Failure to comply with this condition may lead to withholding of release of further advertisements to defaulting newspapers.
 10. Decision of the Director (Press & Information), SDMC shall be final and binding upon newspapers with regard to release of advertisements, tariff and allied matters.
 11. The newspapers offering DAVP Rates would be required to give place to advertisements issued by SDMC as per its instructions i.e. local page, back etc.
 12. Directorate of Press & Information will continue to be the Nodal Department for issuing advertisements on behalf of all the departments of the South Delhi Municipal Corporation. No other department is authorized to issue advertisement directly to Newspapers/T.V/FM/Channels/Agencies inside Metro Train Panels.
 13. Newspapers/channels must not receive any advertisement of SDMC directly from any other Department except Directorate of Press & Information.



14. The level of publicity to the advertisement i.e. the Newspapers/Magazines/FM/Television channels/inside the Metro panels and their number will be the discretion of the Director (Press & Information), SDMC who will release the same for the publication in newspapers/broadcast/telecasting in channels and display inside metro panels in consistent with the policy laid down by the Standing Committee and the requirement of the publicity level, availability of space and exigencies of situation.
15. SDMC does not accept any term or condition or time period for making payment for its advertisement and does not make any commitment about time of payment. The above conditions shall apply to advertisements released by SDMC directly to approved Newspapers/Magazines/FM/TV channels/inside metro panels or through any of its approved advertising agencies.
16. DAVP rates will be paid to Advertising Agencies for production of Radio spots and Television spots.
17. Keeping in view the financial constraints, SDMC will confine itself to regular advertisements to approved newspapers only and not issue occasional advertisements, special supplement advertisements, occasional souvenir advertisements etc. to any publication either listed or unlisted.



(Mukesh Kumar)
Admin. Officer, P&I

**PARTICULARS AND TARIFF FOR PUBLICATION OF ADVERTISEMENTS OF
SOUTH DELHI MUNICIPAL CORPORATION OF DELHI DURING 2022-2023**

Title of Newspaper/Agency _____

Place of Publication _____

Certified circulation _____

(i) Paid _____ As on (dated) _____

(ii) Unpaid _____ As on (dated) _____

Certified regularity of publication in _____

Percentage as Per Certificate of R.N.I./A.B.C. _____

Certificate for not de-recognition By R.N.I. _____

Address of Advertisement Office _____

Name and Address of the Printer _____

No. Of days publication of newspapers _____ No. Of holidays _____.

Fixed days of holidays, if any, _____

CHEQUES FOR PAYMENT TO BE ISSUED IN THE NAME OF : _____

BANK AND ACCOUNT NO. _____

IMPORTANT INSTRUCTIONS

1. Rates without Documents asked for will be rejected
2. No Enclosures allowed except documents demanded.
3. Rates quoted must be in the prescribed format only.
4. Separate photocopy of the Performa should be used for submitting different publications/editions/combined split rates.

SOUTH DELHI MUNICIPAL CORPORATION

PROFORMA FOR QUOTATION OF RATES (2022-2023)

TITLE OF PUBLICATIOOS: _____

S. No.	Category of Advertisement	Rates Per Single Col. Cms./Sq.Cms. (Single/combined editions)		Break-up of Combined Rates (if any)	
		<u>B&W</u>	<u>Colour</u>	<u>B&W</u>	<u>Colour</u>
1.	Display	In Figures Rs _____ In Words Rupees _____	In Figures Rs. _____ In Words Rupees _____		
2.	Public Notice	In Figures Rs _____ In Words Rupees _____	In Figures Rs. _____ In Words Rupees _____		
3	Tender Notices	In Figures Rs _____ In Words Rupees _____	In Figures Rs. _____ In Words Rupees _____		
4	Appointments	In Figures Rs _____ In Words Rupees _____	In Figures Rs. _____ In Words Rupees _____		

*NO PREMIUM WILL BE PAID FOR LOCAL OR ANY OTHER SPECIFIC PAGE

NOTE : LIST OF DOCUMENTS TO BE SUBMITTED :

1. Latest certified copy of registration issued by the office of the Register of Newspaper of India.
2. Certified copy of the regularity of publication issued by the R.N.I./A.B.C.
3. Certified copy of circulation issued by A.B.C./D.A.V.P as the case be.

It is certified that our newspaper has offered the most competitive rates to SDMC and the rates offered to SDMC are not higher than the rates offered to other similar autonomous organizations. We further certify that it is not possible for us to offer lower than the rates offered.

I/We, have carefully gone through the terms and conditions contained in the Directorate of Press & Information's letter No. DPI/SDMC/21-22/303 dated 29.01.2021 inviting rates, empanelment and approval of tariff of advertisements for the year 2022-2023 or part thereof and I/We hereby agree to abide by the terms and conditions contained therein.

FOR AND ON BEHALF OF THE NEWSPAPER/AGENCIES : _____

TITLE : _____

SIGNATURE : _____

NAME OF THE SIGNATORY : _____

DESIGNATION : _____

Dated : _____

ADDRESS : _____

**PARTICULARS AND TARIFFF FOR PUBLICATION OF ADVERTISEMENTS OF
SOUTH DELHI MUNICIPAL CORPORATION OF DELHI DURING (2022-2023)**

Title of the Radio Channel _____

Place of Broadcasting _____

Certified Listenership _____ As on (dated) _____

Certified regularity of Broadcasting as per _____

Certificate of DAVP/Prasar Bharti _____

Address of Advertisement Office _____

Name and Address of the Editor _____

No. Of days broadcasting of the T.V Channel _____ No. Of holidays _____.

Fixed days of holidays, if any, _____

CHEQUES FOR PAYMENT TO BE ISSUED IN THE NAME OF : _____

BANK AND ACCOUNT NO. _____

IMPORTANT INSTRUCTIONS

1. Quotation without Documents asked for will be rejected
2. No Enclosures allowed except documents demanded.
3. Comprehensive quotations as per DAVP rates must be submitted on company's Letter Heads duly signed and stamped.

NOTE : LIST OF DOCUMENTS TO BE SUBMITTED :

1. Latest certified copy of registration issued by the office of the Register of Newspaper of India.
2. Certified copy of the regularity of publication issued by the R.N.I./A.B.C.
3. Certified copy of circulation issued by A.B.C./D.A.V.P as the case be.

It is certified that our newspaper has offered the most competitive rates to SDMC and the rates offered to SDMC are not higher than the rates offered to other similar autonomous organizations. We further certify that it is not possible for us to offer lower than the rates offered.

I/We, have carefully gone through the terms and conditions contained in the Directorate of Press & Information's letter No. DPI/SDMC/21-22/303 dated 10.01.2022 inviting rates, empanelment and approval of tariff of advertisements for the year 2022-2023 or part thereof and I/We hereby agree to abide by the terms and conditions contained therein.

FOR AND ON BEHALF OF THE NEWSPAPER/AGENCIES :

TITLE

SIGNATURE

NAME OF THE SIGNATORY

DESIGNATION

Dated : _____

ADDRESS

RADIO CHANNELS PERFORMA FOR QUOTATION OF RATES (2022-2023)

S. no.	Title of the FM Channel	Rate (per 10 second) Delhi Stations			
1.		7.00 a.m. to 11.00 a.m.	11.00 a.m. to 6.00 p.m.	6.00 p.m. to 11.00 p.m.	10.00 p.m. to 7.00 a.m.

**PARTICULARS AND TARIFFF FOR PUBLICATION OF ADVERTISEMENTS OF
SOUTH DELHI MUNICIPAL CORPORATION OF DELHI DURING (2022-2023)**

Title of the Radio Channel _____

Place of Broadcasting _____

Certified Listenership _____ As on (dated) _____

Certified regularity of Broadcasting as per _____

Certificate of DAVP/Prasar Bharti _____

Address of Advertisement Office _____

Name and Address of the Editor _____

No. Of days broadcasting of the T.V Channel _____ No. Of holidays _____.

Fixed days of holidays, if any, _____

CHEQUES FOR PAYMENT TO BE ISSUED IN THE NAME OF : _____

BANK AND ACCOUNT NO. _____

IMPORTANT INSTRUCTIONS

1. Quotation without Documents asked for will be rejected
2. No Enclosures allowed except documents demanded.
3. Comprehensive quotations as per DAVP rates must be submitted on company's Letter Heads duly signed and stamped.