



**MUNICIPAL CORPORATION of Delhi**  
**DIRECTORATE OF PRESS & INFORMATION**  
5<sup>th</sup> Floor, A-Block, Dr. SPM Civic Centre,  
Jawahar Lal Nehru Marg New Delhi-110002  
Ph. 23228551, 23228504



**Subject: Empanelment of Newspapers, Magazines, Radio, Television Channels airport and DMRC Advertisement Agencies and other Outdoor Advertisement agencies etc., approval of their Advertisement Rates & Tariff and other related matters for the Financial Year-2023-24.**

With a view to effect economy in expenditure on advertisements during 2023-24, the release shall be subject to the similar terms and conditions prevailing during the financial year 2022-23:-

1. Advertisement shall be released to those Newspapers, Magazines, Radio and TV Channels, 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 may also suitably edit text of advertisements.
2. No upward revision of rates will be allowed during the financial year 2023-24 to the newspapers and magazines, which offer CONTRACT RATES. In case, any such newspapers/channel revises its rates, no advertisements 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 MCD and would not require fresh sanction from authorities. However, the date of effect of revised DAVP Rates would be the communication of the same in writing to DPI, MCD.
4. If a newspapers or magazines, which has offered 'CONTRACT RATES' during the course of the year chooses to offer 'DAVP RATES', or a newspaper, revises its rate on lower side, it would be automatically accepted and would not require fresh sanction from authorities.
5. The rates for special position or slot, local page or Sunday etc. will not be entertained, unless specifically asked for.
6. No surcharge in term of percentage/rates over and above the approved rated will be acceptable.
7. It would be obligatory on part of all publications to regularly provide two copies of their newspaper everyday in the Directorate of Press & Information irrespective of the fact whether they carry or do not carry MCD advertisements.
8. The Channels would provide Broadcasting/Telecasting Certificate for confirmation of broadcasting of MCD's advertisements.
9. All publications shall furnish Release of further advertisements to defaulting newspapers.
10. Decision of the Director (Press & Information), MCD shall be final and binding upon newspapers with regard to release of advertisements, tariff and allied matters.
11. The publications offering DAVP Rates would be required to give place to advertisements issued by MCD as per its instruction i.e. local page, back page etc.

12. Directorate of Press & Information, MCD will continue to be behalf of all the departments of the MCD. No other department is authorized to issue advertisement directly to newspapers/channels/agencies.
13. Newspapers, Magazines, Radio and TV Channels must not receive any advertisement of MCD from any other Department except Directorate of Press & Information.
14. The level of publicity to the advertisement i.e. the Newspapers, Magazines, Radio and TV Channels and their number/frequency will be the discretion of the Director (Press & Information) who will release the same for the publication/broadcasting/telecasting 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. MCD does not accept any term of condition or time period for making payment for its advertisement and does not make any commitment about time of payment.
16. The above conditions shall apply to advertisements released by MCD directly to approved newspapers/radio/channels or through any of its approved advertising agencies.
17. Keeping in view the financial constraints, MCD will confine itself to regular advertisements to approved publications only and not issue occasional advertisements, special supplement advertisements, occasional advertisements etc. to any publication either listed or unlisted.

**SD/-**  
**Deputy Director**  
**(Press & Information)**  
**Municipal Corporation Delhi**

