

Subject: Empanelment of Newspapers, Magazines, Radio, Television Channels, Bulk SMS, Voice Calls, Whatsapp messages, and others Outdoor display agencies etc. with their Advertisement Rates & Tariffs for the Financial Year-2024-25.

The Directorate of Press & Information, being a Nodal Department is responsible to propagate information, policies, Schemes, Publish tenders, and advertise various departments through Newspaper, Radio/TV Channels, SMS and other Outdoor Media Agencies.

For FY- 2024-25 it is proposed to empanel agencies in following categories;

PANEL-I, II (Newspapers offering DAVP, Contract rates)
PANEL-III (FM Radio Channels)
PANEL-IV (TV Channels)
PANEL-V (Outdoor Media & Misc. Agencies)
PANEL-VI (Bulk SMS and Out Bound Dialer)

A. PANEL –I & II (NEWSPAPERS)

Terms and Conditions;

The publication fulfilling the following eligibility criteria will be considered for empanelment;

- a. It must have been uninterruptedly and regularly under publication for minimum 12 months.
- b. A newspaper should have a circulation of not less than 2,000 copies per publishing day for being considered eligible for empanelment.
- c. It should be registered with Registrar of Newspapers for India (RNI)
- d. It should have valid PAN and GST registration certificate.
- e. The rates of the full financial year 2024-25 will be accepted. No midterm revision in respect of Contract rates will be accepted.
- f. Those Newspapers which are economical and cost effective and also cover MCD's activities will be considered for release of advertisements on priority.
- g. The DAVP rates as and when revised by the DAVP shall be applicable to MCD for Delhi edition as well as All India Edition.
- h. The circulation claimed should be applicable only issued by DAVP along with recent report RNI or ABC. No other claim will be considered.
- i. MCD reserve the right to accept or reject any quotations without assigning any reason thereof.

Guidelines for releasing of Tender/public Notice

(i) Since MCD has adopted e-tendering, therefore, in view of the provisions of Rule 161 of GFR-2017, the Press Publicity is not required in the case of NITs for the estimated value of less than Rs.25 lacs where the tenders are invited from the Contractors Registered with MCD and details of NIT are available on Website of MCD. However, press publicity will have continued in case of all other types of tenders, public notices, and advertisements etc. of eligible category.

(ii) Where the tenders are to be invited with tender amount more than 25 Lakh from the contractors/firms which are duly registered with the MCD, the advertisements of NIT's will be released in Local dailies only but in other cases where tenders are invited from the contractors/firms other than MCD contractors also, the advertisement of NITs will normally be made on 'All India Basis' i.e in Newspapers having editions in cities other than Delhi.

(iii) NITs, where non- erstwhile three MCDs registered contractors are to participate, public interest and revenue earning advertisements would also be released to newspapers offering Contract Rates enlisted in Panel-II where wider publicity is required for information and publicity. Such advertisements could also be alternatively or additionally released to newspapers offering CBC (ERSTWHILE DAVP RATES) Rates depending on the nature and purpose of the advertisement.

(iv) As per Section 439 of the DMC Act, 1957 (Amended 1993), advertisements, public notices, tenders (NITs) etc. will be published, if practicable, in at least three newspapers, in English/Hindi/Urdu/Punjabi/ languages.

(v) Public interest and revenue earning advertisements would be broadcast/telecast from approved Delhi based FM Radio/TV Channels on specific request of the concerned department of MCD.

- A. PANEL –III (FM Radio Channels)
- B. PANEL –IV (TV Channels)
- C. PANEL –V (Outdoor Media & Misc. Agencies)
- D. PANEL - VI (Bulk SMS and Out Bound Dialer)

Eligibility criteria for Empanelment of Bulk SMS, Voice Calls, Whatsapp Messages etc.

- (i) It should have a registration with TRAI as a telemarketer.
- (ii) DAVP rate will be taken into consideration for empanelment.
- (iii) It should be an entity incorporated in India
- (iv) It should have experience of two years.
- (v) It should comply with all laws of the land and have been not blacklisted.
- (vi) It should have capacity to send 2.5 Lakh Whatsapp Messages per day
- (vii) It should be able to provide Throughput Per Second (TPS) of at least 5000 SMS per second and have commercial experience of delivering at least One crore Bulk SMS in a month
- (viii) It should have the capacity to send 5 lakh calls per day and Commercial experience of making at least 20 lakh calls in a month for empanelment under the OBD services.

1. With a view to effect economy in expenditure on advertisements during 2024-25, the release shall be subject to the similar terms and conditions prevailing during the financial year 2023-24 :-

- i. Advertisement shall be released to those Newspapers, Magazines, Radio , TV Channels and Outdoor Media Agencies, 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 advertisement.
- ii. No upward revision of rates will be allowed during the financial year 2024-25 to the newspapers and magazines, 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 approved by MCD.
- iii. The revision of DAVP rates, if any, shall automatically be applicable to MCD and would not require fresh sanction from authorities.
- iv. If a newspapers or magazines, which has offered 'CONTRACT RATES' during the course of the year chooses to DAVP Rates, or a newspaper, revises its rate on lower side, it would be automatically accepted and would not require fresh sanction from authorities.
- v. The rates for special position or slot, local page or Sunday etc. will not be entertained.
- vi. No surcharge in term of percentage/rates over and above the approved rated will be acceptable.
- vii. 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.
- viii. The Channels would provide Broadcasting/ Telecasting Certificate for confirmation of broadcasting of MCD advertisements.
- ix. Decision of the Director (Press & Information), MCD shall be final and binding upon all newspapers with regard to release of advertisements, tariff and allied matters.
- x. The publications DAVP rates would be required to give place to advertisements issued by MCD as per its instruction i.e. local page, back page etc.
- xi. Directorate of Press & Information, MCD will continue to be the Nodal Department for issuing advertisements on behalf of all the departments of the Municipal Corporation of Delhi. No other department is authorized to issue advertisement directly to newspapers/channels/agencies.
- xii. Newspapers, Magazines, Radio and TV Channels must not receive any advertisement of MCD from any other Department except Directorate of Press & Information.
- xiii. MCD does not accept any term & condition or time period for making payment for its advertisement and does not make any commitment about time of payment for the advertisements released by MCD directly to approved Newspapers/Radio/ channels or through any of its approved advertising agencies.
- xiv. It is the sole discretion of Director (P&I) how to distribute the work among empanelled agencies.

2. In addition to above, the following guidelines will be followed to reduced the expenditure on NITs by all Departments for release NITs:-,

- i. All NITs submitted by concerned department for release in newspapers should be in precise form mentioning: - Tender Number, NIT Date Name of work and tentative Value/quantity of Tender Last date issue,

submission of tender and other relevant dates for complete NIT details Reference to MCD website may also be mentioned. This will accordingly help in reducing the size of NITs by Press & Information Department.

- ii. For release of NITs in Newspapers in Delhi, DAVP rates papers will be preferred. For release in All India basis either of English/Hindi newspapers all India edition be taken for wider circulation but preference be given to DAVP rates/newspapers.
3. The interested newspapers, Magazines, Radio, TV channels, SMS /Voice calls service providers and other outdoor service providers etc. may submit rates in sealed cover in the enclosed proforma for selection and approval of their rates and tariff for publication of MCD advertisement for the Year 2024-25.
4. The rates shall be received in the office of the Directorate of Press & Information, MCD, Dr. SPM, Civic Centre, A Block, 5th Floor up to 02.00 PM on 01.04.2024 and shall be opened same day i.e 01.04.2024 at 3.00 PM in the presence of quotationers. The envelope containing quotations should be sealed and clearly marked with subject heading “ADVERTISEMENT RATES OF NEWSPAPERS AND OTHER MEDIA EMPANELMENT WITH MCD” and indicating “NOT TO BE OPENED BEFORE 03.00 PM on 01.04.2024.
5. In Case the last date of opening /submission of quotation will be Gazetted holiday, the process of opening/submission will be held on next working day.

Dy Director
(Press & Information)

Annexure V

Rates and Tariffs of Publication of advertisement of Delhi Municipal Corporation (2024-25)

1. Name of the **Bulk SMS/ Voice Calls/WhatsApp Messages Provider Agency** _____
2. Types of Media _____
3. DAVP Rates _____
4. Registered with TRAI as Telemarketer _____
5. Experience (in Year) _____

Note : List of Document to be attached

6. Authorized letter from TRAI
7. Certified copy of rate card issued by DAVP (CBC)

It is certify that our agency has offered the most effective rates to MCD and rates are as per rates of DAVP (CBC) and the rate offered to MCD are as per norms of DAVP.

I /We thoroughly have carefully gone through the terms and conditions contained in the Directorate of Press & Information D-509/DPI/MCD/2023-24 dated 15.03.2024 and hereby agree to abide by the terms and conditions contained therein.

For and on behalf of the agency _____

Signature _____

Name of the signatory _____

Designation _____

Address _____

Date _____

Annexure IV

Rates and Tariffs of Publication of advertisement of Delhi Municipal Corporation (2024-25)

1. Name of the **Outdoor Agency**_____

2. Types of Media_____

3. DAVP Rates_____

4. Size _____

5. Address of Adverting agency _____

Note : List of Document to be attached

6. Authorized letter from Media allotment agency

7. Certified copy of rate card issued by DAVP (CBC)

It is certify that our agency has offered the most effective rates to MCD and rates are as per rates of DAVP (CBC) and the rate offered to MCD are as per norms of DAVP.

I /We thoroughly have carefully gone through the terms and conditions contained in the Directorate of Press & Information D-509/DPI/MCD/2023-24 dated 15.03.2024 and hereby agree to abide by the terms and conditions contained therein.

For and on behalf of the agency_____

Signature_____

Name of the signatory_____

Designation_____

Address_____

Date_____

Annexure III

Rates and Tariffs of Publication of advertisement of Delhi Municipal Corporation (2024-25)

1. Name of the **Television Channels** _____
2. Place of Broadcasting _____
3. DAVP (CBC) /Prasar Bharti/Rates _____
4. No. of days broadcasting _____
5. Address of Adverting agency _____

Note : List of Document to be attached

6. Latest certified copy of Authorized letter from Media allotment agency
7. Rate Card issued by DAVP (CBC)

It is certify that our agency has offered the most effective rates to MCD and rates are as per rates of DAVP (CBC) and the rate offered to MCD are as per norms of DAVP.

I /We thoroughly have carefully gone through the terms and conditions contained in the Directorate of Press & Information D-509 /DPI/MCD/2023-24 dated 15.03.2024 and hereby agree to abide by the terms and conditions contained therein.

For and on behalf of the agency _____

Signature _____

Name of the signatory _____

Designation _____

Address _____

Date _____

Annexure II

Rates and Tariffs of Publication of advertisement of Delhi Municipal Corporation (2024-25)

1. Name of the **Radio FM** _____
2. Place of Broadcasting _____
3. Certified listenership _____ as on date _____
4. Certified regularity of broadcasting as per certificate of DAVP/Prasar Bharti _____
5. Address of Advertisement office _____

Note : List of Document to be attached

6. Latest certified copy of registration issued by ABC (DAVP)
7. Certified copy of listenership

It is certify that our agency has offered the most effective rates to MCD and rates are as per rates of DAVP (CBC) and the rate offered to MCD are as per norms of DAVP.

I /We thoroughly have carefully gone through the terms and conditions contained in the Directorate of Press & Information D-509 /DPI/MCD/2023-24 dated 15.03.2024 and hereby agree to abide by the terms and conditions contained therein.

For and on behalf of the agency _____

Signature _____

Name of the signatory _____

Designation _____

Address _____

Date _____

Annexure I

Rates and Tariffs of Publication of advertisement of Delhi Municipal Corporation (2024-25)

1. Name of the Newspaper _____

2. Place of Publication _____

3. Certified Circulation

(i) Paid _____ as on date _____

(ii) Unpaid _____ as on date _____

4. Certified DAVP/CBC rates /Contract rate _____

5. Address of Advertisement office _____

Note : List of Document to be attached

6. Latest certified copy of registration issued by the office of the RNI

7. Certified copy of Circulation issued by DAVP/CBC

PROFORMA FOR QUOTATION OF RATES (2024-25)

Title of Publications _____

S.No	Category of Advertisement	Rates Per/sq Cms./Col.Cms		Break up of Combined Rates (if any)	
01	Display	B&W Rs _____	Colour Rs _____	B&W	Colour
02	Public Notice	B&W Rs _____	Colour Rs _____	B&W	Colour
03	Tender Notice	B&W Rs _____	Colour Rs _____	B&W	Colour
04	Appointment	B&W Rs _____	Colour Rs _____	B&W	Colour

No Premium will be paid for Local or any other specific Page

It is certify that our agency has offered the most effective rates to MCD and rates are as per DAVP (CBC).

I /We thoroughly have carefully gone through the terms and conditions contained in the Directorate of Press & Information D-509 /DPI/MCD/2023-24 dated 15.03.2024 and hereby agree to abide by the terms and conditions contained therein.

For and on behalf of the agency_____

Signature_____

Name of the signatory_____

Designation_____

Address_____

Date_____