

No. F.33/P&I/SDMC/1026/COC

Dated: 4/2/22

From,

The Commissioner
South Delhi Municipal Corporation
SPM Civic Centre, JLN Marg, New Delhi.

To,

The Municipal Secretary
South Delhi Municipal Corporation
SPM Civic Centre, JLN Marg, New Delhi.

Item No. ____:-

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

With the approval of the competent authority, quotations for empanelment of Newspapers and approval of rates for publication, telecasting channels and LCD screens at DMRC stations etc for the financial year 2022-23 were invited vide letter No./DPI/SDMC/2021-22/21 dated 10.01.2022 through official website of SDMC, E-mails for the same were also sent to the existing media agencies. As scheduled, quotations were received in the Directorate of Press & Information (DPI), SDMC by 24.01.2022 till 15:00 Hrs and were opened on 24.01.22 at 16:00 hrs in the presence of committee members and the quotationers who chosen to be present.

The newspapers, magazines, radio and television channels etc. quoted their rates i.e. Directorate of Advertising & Visual Publicity (DAVP) rates, Government of India Rates or Contract Rates as per their existing policy, which have been approved by the Standing Committee for the year 2021-22. However, Employment News, All India Radio Channels-FM Rainbow, FM Gold did not submit their rates. Since, these agencies have already on SDMC's Panel for 2021-22 being Government agencies, may therefore, also be considered for the year 2022-23 on DAVP approved Rates by condoning their non-submission of rates in time.

It is submitted that the following newspaper/magazines/channels have quoted DAVP (Government of India) Rates as per existing approved practice:-

Hindi

1. Aaj Samaj
2. Amar Ujala
3. Daily Bandematram
4. Dainik Bhaskar
5. Dainik Jagran
6. Deshbandhu
7. Grihashobha (Magazine)
8. Grihalaxmi (Magazine)
9. Hari Bhoomi
10. Hindustan
11. Jansatta
12. Loksatta
13. Nav Bharat Times
14. Navodaya Times
15. Punjab Kesari
16. Rashtriya Sahara
17. Sandhya Mahalaxmi Bhagyodaya

18. Sandhya Veer Arjun
19. Sarita (Magazine)
20. Shah Times
21. Veer Arjun
22. Viraat Vaibhav
23. Dabong Duniya

English

1. Hindustan Times
2. Indian Express
3. Millenniumpost
4. Pioneer
5. Statesman
6. The Hindu
7. Top Story
8. Times of India

Urdu

1. Hindustan Express
2. Milap
3. Pratap
4. Roznama Rashtriya Sahara
5. Tej

Punjabi

1. The Educator

FM Radio Channels

1. All India Radio Channels
2. FM Gold
3. Radio City 91.1
4. Radio Mirchi 98.3
5. Red FM 93.5
6. Fever 104 FM
7. Oye FM 104.8
8. Radio One FM
9. Big FM
10. Hit FM

Following Delhi-based TV Channels have offered DAVP/Contract Rates

1. Sahara Samay NCR
2. Total TV

Outdoor Media Agencies having sole rights

1. eg. Communication Pvt. Ltd. (Metro)
2. Times Innovation Media Limited
3. Value-Wise Services.(New Media)
4. Ad on Board. (New Media)
5. Adventure Media Pvt. Ltd. (New Media)
6. Guru Kirpa Advertising Co. (New Media)

The following newspapers offered Commercial/Contract Rates for individual newspaper/newspapers of their group:

English

1. The Hindu
2. Hindustan Time
3. The Times of India
4. Indian Express
5. Pioneer
6. Millennium Post

Hindi

1. Hindustan
2. Nav Bharat Times
3. Jansatta

The quotations received from the newspapers have been analysed and all the relevant details have been tabulated as per the past practice i.e. into six panels namely Panel-I DAVP Rates Newspapers/Magazines (Annexure I); Panel-II Contract Rates Newspapers/Magazines (Annexure II); Panel-III FM Radio Channels (Annexure III); Panel-IV TV Channels (Annexure IV); Panel -V LCD Screens (Annexure V) & Comparative Statement of rates for 2021-22 & 2022-23 (Annexure VI)

On receipts of rates, the Newspapers, Magazines, Radio, Television Channels and LCD screens, DMRC displays and Misc. Outdoor agencies etc., it is noticed that all newspapers have quoted to work on previous year contract rates. -

The final contract rates offered by the Newspapers, Magazines, Radio, Television Channels and LCD screens, DMRC displays and Misc. Outdoor agencies etc. are as follows:-

Hindustan Times Edition

Display	2022-23	
	B&W Final rate 2022-23	Colour Final rate 2022-23
PUBLICATION/EDITIONS		
Hindustan Times, Delhi	4886	4886
Hindustan, Delhi	1060	1060
HT+H, Delhi	5916	5916
HT+H (All Editions)	12830	12830
*Hindustan Times, All Editions	7316	7316
Hindustan, All Editions	6240	6240
HT, Delhi & Mumbai+ H, Delhi	8874	8874
Hindustan Times Delhi+ Mumbai	7305	7305

TENDER/PUBLIC NOTICE	2022-23	
	B&W Final rate 2022-23	Colour Final rate 2022-23
PUBLICATION/EDITIONS		
Hindustan Times, Delhi	3207	3207
Hindustan, Delhi	1410	1410
HT+H, Delhi	4017	4017
HT+H (All Editions)	8294	8294
*Hindustan Times, All Editions	5083	5083
Hindustan, All Editions	4456	4456
HT, Delhi & Mumbai+ H, Delhi	5570	5570
Hindustan Times Delhi+ Mumbai	4185	4185

Appointment	2022-23	
	B&W Final rate 2022-23	Colour Final rate 2022-23
PUBLICATION/EDITIONS		
Hindustan Times +Hindustan (All Editions)	3932	3932
*Hindustan Times, All Editions	2629	2629
Hindustan, All Editions	2809	2809
HT+H, Delhi	1461	1461
HT, Delhi	1200	1200
Hindustan, Delhi	428	428
Hindustan Times Delhi* Mumbai	1878	1878

Indian Express

S.No.	Title of Newspaper		B&W Final rate 2022-23	Colour Final rate 2022-23
1	Indian Express+ Financial Express+ Jansatta- Delhi Edition	Display/Public Notice	1245	1245
		Tender Notice	1480	1480
		Appointment	940	940

S.No.	Title of Newspaper		B&W Final rate 2022-23	Colour Final rate 2022-23
1	Indian Express+ Financial Express+ Jansatta- All Edition	Display/Public Notice	3850	3850
		Tender Notice	3850	3850
		Appointment	1815	1815

Millenniumpost

S.No.	Title of Newspaper		B&W Final rate 2022-23	Colour Final rate 2022-23
1	Millennium post	Display/Public Notice	380	380
		Tender Notice	380	380
		Appointment (Wednesday)	380	380

Pioneer

S.No.	Title of Newspaper		B&W Final rate 2022-23	Colour Final rate 2022-23
1	Pioneer	Display/Public Notice	717	717
		Tender Notice	717	717
		Appointment (Wednesday)	717	717

The Hindu

S.No.	Title of Newspaper		B&W Final rate 2022-23	Colour Final rate 2022-23
1	The Hindu (Delhi)	Display/Public Notice	505	505
		Tender Notice	390	390
		Appointment (Wednesday)	475	475
2	The Hindu (All Edition)	Display/Public Notice	5975	5975
		Tender Notice	4805	4805
		Appointment (Wednesday)	3250	3250

Times of India-Delhi

	B&W Final rate 2022-23	Colour Final rate 2022-23
Display	4505	4505
Tender Notice/Public Notice	3053	3053
Appointment	1400	1400

Navbharat Times-Delhi

	B&W Final rate 2022-23	Colour Final rate 2022-23
Display	1725	1725
Tender Notice/Public Notice	1663	1663
Appointment	515	515

Economics Times Delhi

	B&W Final rate 2022-23	Colour Final rate 2022-23
Display	2045	2045
Tender Notice/Public Notice	1621	1621
Appointment	740	740

TOI+NBT+ET-Delhi

	B&W Final rate 2022-23	Colour Final rate 2022-23
Display	6725	6725
Tender Notice/Public Notice	4343	4343
Appointment	1675	1675

Times of India Super Saver-4 (Delhi, Mumbai, Kolkatta, Lucknow, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa, El-Samay)	B&W/Color Final Rate 2022-23
	6536

Times of India Super Saver- 1 (Delhi, Kolkatta, Chennai, Hyderabad, Lunknow, Kanpur, Mangalore, Mysore, Jaipur, Goa)	B&W/Color Final Rate 2022-23
	4064

- Keeping the concern's of South Delhi Municipal Corporation in mind apart from offering highly discounted rates we have also offered the below mentioned offers:

It would be pertinent to mention that all-out efforts are being made to effect economy in expenditure on advertisements. The following expenditure cutting interventions have been effected in the recent time to reduce the expenditure on newspapers advertisements:-

- (i) The Departments have been advised not to give details, terms & conditions in NITs and other forms of advertisements. Consequently, now the Departments are instead inserting the line "Details terms & Conditions are available on the website". It has reduced expenditure to the tune of 70%.
- (ii) Since adoption of e-tendering, the press publicity has been done away with in case of NITs for the estimated value of less than Rs.25 lacs where the tender are invited from the Contractor registered with SDMC and the details are available on SDMC's website. Earlier all advertisements above Rs.2 lacs required press publicity. Consequently, the number of NITs have come down from 1600 to 300 i.e. SDMC is now issuing only 25% of NITs as compared to earlier period and that too in small size as explained Para-i).
- (iii) The Directorate of Press & Information has issued detailed Instructions for Publication of Advertisements (IPA), whereby it is ensured that advertisements are published in the minimum possible space exercising optimum economy. It restricts the typeface and font size, space in between the lines, column formatting, width of masthead, limitation of space in Hindi, Urdu and Punjabi languages.
- (iv) As per policy, advertisements are released to newspapers, which are most economical and cost effective. Preference is given to newspapers offering DAVP Rates.
- (v) SDMC does not allow increase in rates during the entire financial year in case of newspapers offering contract/commercial rates.

With a view to effect economy in expenditure on advertisements during 2022-23, the release shall be subject to the similar terms and conditions prevailing during the financial year 2021-22:-

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 2022-23 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 SDMC 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, SDMC.
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 SDMC advertisements.

8. The Channels would provide Broadcasting/Telecasting Certificate for confirmation of broadcasting of SDMC's advertisements.
9. All publications shall furnish 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 publications offering DAVP Rates would be required to give place to advertisements issued by SDMC as per its instruction i.e. local page, back page etc.
12. Directorate of Press & Information, SDMC will continue to be behalf of all the departments of the South-Delhi Municipal Corporation. 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 SDMC 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. SDMC 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 SDMC directly to approved newspapers/radio/channels or through any of its approved advertising agencies.
17. Keeping in view the financial constraints, SDMC 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.

Continuous efforts would be made to keep the expenditure level as low as possible without compromising the required level of publicity and public interest in mind during the financial year 2022-23. The proposal has also concurred by Finance Department vide their note 01/F&G/SDMC/2022/1783/875 dated 10.01.2022,

Keeping in view the above facts and the general trend over the last few years, it is proposed that the rates offered in case of newspapers as mentioned above may be accepted and the Directorate's proposal of empanelment of newspapers as per proposal above be approved.

Final rates are at Annexures I to Annexures V for approval of Standing Committee SDMC. Comparative statement of contract rates approved during financial year 2021-22 and this year i.e. 2022-23 is at Annexure -VI. Contract Rates quoted by newspapers for financial year 2022-23 are same as of f.y 2021-22.



Addl. Commissioner/SDMC

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
HINDI				
1	Aaj Samaj	5,57,286	69.52	97.33
2	Amar Ujala (Delhi)	1,73,577	53.31	74.63
	Amar Ujala (All Editions)			
	Agra		75.85	106.19
	Meerut		66.6	93.24
	Bareilly		56.58	79.21
	Muradabad		40.29	56.41
	Aligarh		30.8	43.12
	Kanpur		151.44	212.02
	Lucknow		97.57	136.60
	Jhansi		30.04	42.06
	Varanasi		105.09	147.13
	Allahabad		54.55	76.37
	Gorakhpur		48.49	67.89
	Delhi		53.31	74.63
	Dehradun		40.29	56.41
	Nainital		35.55	49.77
	Rohtak		21.41	29.97
	Karnal		21.41	29.97
	Hisar		21.41	29.97
	Chandigarh		30.8	43.12
	Jalandhar		8.74	12.24
	Jammu		25.85	36.19
	Dharamshala		25.85	36.19
	Total		1041.92	1458.688
3	Bandematram	5,559	16.87	23.618
4	Dabang Duniya	25,000	16.87	23.62
5	Dainik Bhaskar (Delhi)	25,000	16.87	23.62
(A)	Dainik Bhaskar (All Edition)	42,58,823		2917.376
	Bhopal		75.57	105.80
	Indore		76.49	107.09
	Gwalior		49.36	69.10
	Sagar		35.55	49.77
	Ujjain		30.04	42.06
	Ratlam		25.85	36.19
	Raipur		87.15	122.01
	Bilaspur		35.55	49.77
	Faridabad		16.87	23.62

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
			47.4	66.36
	Dainik Bhaskar (All Edition)	Panipat	35.55	49.77
		Hissar	49.1	68.74
		Jalandhar	21.41	29.97
		Ludhiana	47.4	66.36
		Chandigarh	12.47	17.46
		Shimla	16.87	23.62
		Delhi	53	74.20
		Ranchi	30.8	43.12
		Jameshedpur	25.85	36.19
		Dhanbad	198.59	278.03
		Jaipur	55.46	77.64
		Jodhpur	30.04	42.06
		Bikaner	47.4	66.36
		Udaipur	35.55	49.77
		Ajmer	51.69	72.37
		Kota	40.29	56.41
		Alwar	47.4	66.36
	Sikar	35.55	49.77	
	Sriganganagar	35.55	49.77	
	Bhilwara	35.55	49.77	
	Pali	25.85	36.19	
	Nagaur	135.18	189.25	
	Patna	1546.38	2164.932	
	Total			
6	Dainik Jagran (Delhi)	4,56,794	216.51	303.11
(A)	Dainik Jagran (All Edition)			
		Delhi	216.51	303.11
		Kanpur	150.62	210.87
		Lucknow	128.74	180.24
		Varanasi	105.6	147.84
		Agra	61.29	85.81
		Meerut	109.85	153.79
		Bareilly	40.29	56.41
		Gorakhpur	69.74	97.64
		Jhansi	35.55	49.77
		Aligarh	30.04	42.06
		Allahbad	47.4	66.36
		Moradabad	30.04	42.06
		Patna	106.07	148.50
		Bhagalpur	47.82	66.95
		Muzaffarpur	54.38	76.13

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
	Dainik Jagran (All Edition)	Jalandhar	12.47	17.46
		Ludhiana	21.41	29.97
		Amritsar	16.87	23.62
		Chandigarh	21.41	29.97
		Dheradun	35.55	49.77
		Haldwani	30.04	42.06
		Hisar	30.8	43.12
		Panipat	30.04	42.06
		Ranchi	30.04	42.06
		Dhanbad	30.8	43.12
		Jamshedpur	25.85	36.19
		Dharamshala	12.47	17.46
		Jammu	12.47	17.46
		Siliguri	12.47	17.46
	Total		1556.63	2179.282
7	Deshbandhu	40,618	25.85	36.19
8	Grihshobha (Magazine)	63,578	22.67	31.738
9	Greh laxmi	3,04,652	213.23	298.522
10	Hari Bhoomi	73,734	25.85	36.19
11	Loksatya	1,84,242	87.33	122.262
12	Navodaya Times	1,44,292	68.39	95.746
13	Punjab Kesari	3,55,362	164.92	230.89
14	Rashtriya Sahara	77,215	40.29	56.406
15	Sandhya Veer Arjun	15,883	16.87	23.62
16	Sarita (Magazine)	15,263	22.67	31.738
17	Shahtimes	43,000	25.85	36.19
18	Top Story	45,421	25.85	36.19
19	Veer Arjun	90,512	47.40	66.36
20	Viraat Vaibhav	2,59,002	122.76	171.864
21	Statesman	26,953	16.87	23.618

		B/W		Color	
A	Statesman All Edition	Kolkata	58.55		81.97
		Siliguri	16.87		23.618
		Bhubneswar	12.47		17.458
		Delhi	16.87		23.618
			104.76		146.664
URDU					
1	Hindustan Express	37,665	25.85		36.19
2	Milap	26,852	12.47		17.458
3	Pratap	51,699	30.04		42.06

ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

TRACT RATES

S. No.	Title of N	Hindia
1		

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
4	Roznama Rashtriya Sahara	62,234	30.8	43.12
5	Tej	10,371	12.47	17.46
PUNJABI				
1	The Educator	36,762	21.41	29.97
ENGLISH/HINDI/URDU				
1	Employment News	--	--	--



ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

CONTRACT RATES FOR THE FINANCIAL YEAR 2022-2023, NO MID-TERM REVISION OF RATES ACCEPTABLE TO SDMC.

S.No	Title of Newspaper/Place of Publication	Circulation	Rates for Display/Public/Tender/Appointments Notice (Rs. Per Sq. Cm.) Rates 2022-23		
				<u>B&W</u>	<u>Colour</u>
1	Hindustan Times (Delhi)	9,38,097	Display	4886	4886
			Public/Tender Notice	3207	3207
			Appointments	1200	1200
				<u>B&W</u>	<u>Colour</u>
2	Hindustan (Hindi)/Delhi	2,51,445	Display	1060	1060
			Public/Tender Notice	1410	1410
			Appointments	428*	428*
				<u>B&W</u>	<u>Colour</u>
3	Hindustan Times (Delhi) Hindustan (Delhi)		Display	5916	5916
			Public/Tender Notice	4017	4017
			Appointments	1461*	1461*
				<u>B&W</u>	<u>Colour</u>
4	Hindustan Times (Delhi) Hindustan Times (Mumbai)		Display	7305	7305
			Public/Tender Notice	4185	4185
			Appointments	1878*	1878*
				<u>B&W</u>	<u>Colour</u>
5	Hindustan Times +Hindustan (All Editions)		Display	12830	12830
			Public/Tender Notice	8294	8294
			Appointments	3932	3932
				<u>B&W</u>	<u>Colour</u>
6	*Hindustan Times, (All Editions)		Display	7316	7316
			Public/Tender Notice	5083	5083
			Appointments	2629	2629
				<u>B&W</u>	<u>Colour</u>
7	Hindustan, (All Editions)		Display	6240	6240
			Public/Tender Notice	4456	4456
			Appointments	2809	2809
				<u>B&W</u>	<u>Colour</u>
8	Hindustan Times (Delhi&Mumbai) + Hindustan (Delhi)		Display	8874	8874
			Public/Tender Notice	5570	5570
			Appointments	--	--
				<u>B&W</u>	<u>Colour</u>
9	Hindustan Times, Mumbai		Display	2104	2104
			Public/Tender Notice	1964	1964
			Appointments	--	--
				<u>B&W</u>	<u>Colour</u>

*For Appointments advertisements other than Tuesday, Public/Tender Notice rates would be applicable.

*Mint would be offered complimentary along HT Delhi/HT Delhi & Mumbai/All Edition Package of Display/Public &

*No New Edition is acceptable to SDMC in Financial Year 2022-23. * Split rates of All editions not submitted.


ADMIN OFFICER (Press & Info)

CONTRACT RATES FOR THE FINANCIAL YEAR 2022-2023. NO MID-TERM REVISION OF RATES ACCORDING TO SDMC.

CONTRACT RATES
S.No. Title

S.No.	Title of Newspaper/Place of Publication	Circulation	Rates for Display/Public/Tender/Appointments Notice (Rs. Per Sq. Cm.) Rates 2022-23		
			Final Rates 2022-23		
			Display/ Public Notice	Tender Notice	Appointments
10	The Indian Express (Delhi)	97,345	1245.00	1480.00	940
	The Financial Express (Delhi)	40,718			
	Jansatta (Delhi)	44,627			
11	IE+FE+Jansatta (All Edition)	7,51,262	Display/ Public Notice	Tender Notice	Appointments
	The Indian Express	Mumbai	663.87	680.7	236.23
	The Indian Express	Ahmedabad	112.20	89.24	39.93
	The Indian Express	Pune	349.97	276.01	124.53
	The Indian Express	Vadodara	112.2	89.24	39.93
	The Indian Express	Nagpur	53.43	45.66	19.01
	The Indian Express	Delhi	379.36	389.12	134.98
	The Indian Express	Chandigarh	205.71	140.08	73.2
	The Indian Express	Lucknow	114.88	144.23	40.88
	The Indian Express	Jaipur	85.49	71.6	30.42
	The Indian Express	Kolkata	120.22	141.12	42.77
	The Financial Express	Chennai	85.49	80.94	30.42
	The Financial Express	Bangalore	92.17	79.9	32.8
	The Financial Express	Kochi	42.75	52.92	15.21
	The Financial Express	Mumbai	205.71	200.26	73.2
	The Financial Express	Delhi	158.96	172.25	56.56
	The Financial Express	Kolkata	78.81	79.9	28.04
	The Financial Express	Chandigarh	56.1	69.52	19.96
	The Financial Express	Hyderabad	82.82	79.9	29.47
	The Financial Express	Pune	58.77	64.34	20.91
	The Financial Express	Ahmedabad (Eng.)	85.48	105.83	30.42
	The Financial Express	Lucknow	34.73	46.69	12.36
	Jansatta	Delhi	262.52	243.62	267.56
	Jansatta	Chandigarh	132.38	139.72	134.92
	Jansatta	Kolkata	143.6	139.72	146.36
	Jansatta	Lucknow	132.38	227.49	134.93
		Total	3850.00	3850.00	1815.00

*Appointment ads if carried on other than specific appointment days will attract Display/Public Notice rates.

*No New Edition is acceptable to SDMC in Financial Year 2022-23.

Final Rates 2022-23					
S.No.	Title of Newspaper/Place of Publication	Circulation	Display/ Public Notice	B&W	Colour
12	Millenniumpost	93,629	Display/ Public Notice	380	380
			Tender Notice	380	380
			Appointments	380	380
				B&W	Colour
13	Pioneer	1,45,544	Display/ Public Notice	717	717
			Tender Notice	717	717
			Appointments	717	717
				B&W	Colour
14	The Hindu (Delhi) + The Business Line	1,33,153	Display/ Public Notice	505	505
			Tender Notice	390	390

ADMIN OFFICER (Press & Publicity)
South Delhi Municipal Corporation

Appointments	475	475
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CONTRACT RATES FOR THE FINANCIAL YEAR 2022-2023. NO MID-TERM REVISION OF RATES ACCEPTABLE TO SDMC.

S.No.	Title of Newspaper/Place of Publication	Circulation	Rates for Display/Public/Tender/Appointments Notice (Rs. Per Sq. Cm.) Rates 2022-23		
			B&W	Colour	
15	The Hindu (All Editions) + The Business Line	1415792	Display/ Public Notice	5175	5175
			Tender Notice	4875	4875
			Appointments	3275	3275
				B&W	Colour
16	The Economic Times (Delhi)	1,40,180	Display	2545	2545
			Tender/ Public Notice	1621	1621
			Appointments	740	740
				B&W	Colour
17	The Times of India (Delhi)	9,82,050	Display	4775	4775
			Tender/ Public Notice	3053	3053
			Appointments	1460	1460
				B&W	Colour
18	The Navbharat Times (Delhi)	5,48,526	Display	1725	1725
			Tender/ Public	1663	1663
			Appointments	515	515
				B&W	Colour
19	TOI+NBT+ET (Delhi)	16,70,756	Display	6725	6725
			Tender/ Public	4343	4343
			Appointments	1675	1675
				B&W/Colour	
20	Times of India Super Saver-4 (Delhi, Mumbai, Kolkata, Lucknow, Hyderabad, Karpur, Mangalore, Mysore, Chennai, Jaipur, Goa, El-Sonay)	3592258		6536	
					B&W/Colour
21	Times of India Super Saver-1 (Delhi, Kolkata, Chennai, Hyderabad, Lucknow, Karpur, Mangalore, Mysore, Jaipur, Goa)	2512108		4064	

* No premium will be paid for local or any other specific page.

* Appointment rates mentioned in the grid are for Ascent (Wednesday) and advertisement coming in on non appointment day will be carried at Public Notice rate.

* No New Edition is acceptable to SDMC in Financial Year 2022-23.


ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

ANNEXURE - III

PANEL-III (RADIO CHANNELS RATES)

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC
 Directorate of Advertising and Visual Publicity (DAVP)/BOC
 Rates Offered By FM Channels/Rates For All India Radio FM Channels

S. No.	Title of FM Channel	Rate (Per 10 sec.)			
		Delhi Station			
		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.	11.00 p.m. to 7.00 a.m.
1	Radio City 91.1	905/-	665/-	629/-	NIL
2	Radio Mirchi 98.3	1382/-	945/-	832/-	NIL
3	Red FM 93.5	863/-	599/-	666/-	599/-
4	Fever 104 FM	547/-	733/-	476/-	NIL
5	Radio One FM 94.3	377/-	372/-	291/-	NIL
6	Hit 95 FM	285/-	252/-	275/-	NIL
7	92.7 Big FM	740/-	806/-	445/-	NIL
8	Ihsq FM 104.8	493/-	330/-	311/-	NIL

PRASAR BHARTI (BROADCASTING CORPORATION OF INDIA) RATES

S. No.	Title of FM Channel	Rate (Per 10 sec.)			Remark
		Delhi Station			
		Cat - A1	Cat - 2	Cat - 3	
		7.00 to 11.00 hrs.	11.00 to 15.00 hrs.	15.00 to 18.00 hrs.	
		18.00 to 21.00 hrs.	21.00 to 22.00 hrs.	22.00 to 07.00 hrs.	
1	AIR FM Rainbow	N.A	N.A	N.A	Rates not submitted
2	AIR FM Gold	N.A	N.A	N.A	Rates not submitted


ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

ANNEXURE - IV

PANEL-IV (TV CHANNELS RATES)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

1	TOTAL TV			
	(i) Spot Advt.			
	Aston band Animated Ticker	6:00 am - 12:00 pm	10 sec	Rs. 387/-
		12:00 am - 5:00 pm	10 sec	Rs. 389/-
		5:00 pm - 11:00 pm	10 sec	Rs. 402/-
		60 to 100 times	30 word/30 sec	Rs. 1,35,000/- per month
		150 times	35 word/35 sec	Rs. 1,10,000/- per month
2	Sahara Samay (NCR)			
	Property	Time Band	Duration	Rate
	FCT	6:00 am -12:00 noon	10 sec	298/-
	FCT	12:00 noon - 5:00 pm	10 sec	298/-
	FCT	5:00 noon - 7:00 pm	10 sec	298/-
	FCT	7:00 pm - 10:00 pm	10 sec	298/-
	FCT	10:00 pm - 11:00 pm	10 Sec	298/-
	Scroll	Full Day	30 days	Rs. 60000/- (25 word with One Logo) Rs. 1000/- extra words
	Animated Ticker	25 words	30 days	Rs. 70000/- (25 word with One Logo) Rs. 1000/- extra words
	Aston band	6 am to 5 pm	10 sec	1500/-
	Aston band	5 am to 11 pm	10 sec	2000/-

Rates/Sec Grc (INR)
Rs. 351,
Rs. 351,
Rs. 351,
Rs. 351,
Rs. 351,
Rs. 351,


ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.


Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
1	AA/5 TIMES Innovative Media Ltd.	Metro Train Wrap (Line-7 Majlis Park to Shiv Vihar)	1,110 sq. ft. (31 Coaches)	Rs. 4,00,000/- per coach per month
		Metro Rail Inside Panels (Majlis Park to shiv vihar)	54.5 cm X 38 cm (12 panels per coach= total 3744 Panels)	Rs. 3,790/- per panel per month
		LCD/LED Screens Delhi Metro Pink Line-7 (Majlis Park to shiv vihar)	Screens Qty 36 - Screen Size 14.6 inches	DAVP rate per 10 sec. Spot per Train 7 Rs. For all 36 Screens No. of spot per day 1020 Cost per train per day 7140
		Digital Display Board at IGI Airport (Terminal-1) Domestic Departure	32 Screens 65 inch	Rs. 14,25,600/- for 32 screens at Domestic departure (330 Spots of 15 seconds per day per screen
		Digital Display Board at IGI Airport (Terminal-2) Domestic Arrival+Departure	28 screen of 65 inch	Rs.12,47,400 for 28 screens (330 Spots of 15 seconds per day per screen
		Digital Display Board at Airport (T-3 Domestic Arrival and Domestic Departure) IGI Airport	60 Screens of 65 inch	Rs. 26,83,800/- (440 Spots of 15 seconds per day)
		Digital Display Board at Airport (T-3 International Arrival) IGI Airport	40 Screens 65 inch	Rs. 21,99,400/- (480 Spots of 15 seconds per day)
		Digital Display Board at Airport (Internatinal Departure) IGI Airport	25 Screens of 65 inch	Rs. 16,20,000/- (480 Spots of 15 seconds per day)
		Bus Que Shalter (Qty 42)	Rs. 192/- per Sq. Ft. (BQS printing cost shall be extra as per DAVP allotted rate (@20/- Sq.ft.)	Rs. 10,0000/- per month
BQS (Back-lit in Delhi) (Qty 156)	Rs. 192/- per Sq. Ft. (Flex printing charges extra at prevailing DAVP rate i.e. Rs.20/- per sqft.	Rs. 10,0000/- per month		

PANEL-V (Outdoor Media Agency)
Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
2	M/s EG Communication	Inside Panel in Metro Rail Dwarka to Noida City Centre	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
		Dwarka to Anand Vihar	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
		Jhangirpuri to Huda City Centre	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
Metro Rail Inside Panel	Line 6 of DMRC, Delhi (Violet Line) Kashmere Gate to Escort Mujesar, Faridabad	Display Size 1.75' x 1.73 3.57' x 0.70 2.91' x 0.70 2.29' x 0.70	Quantity 3168 1056 1496 88	Per sqcm per month Rs. 1.83/-
Metro Train Wrap (Delhi Metro)	Line 2 Yellow Line of DMRC, Delhi	Display Size 1104 sqft Quantity 42 coaches		Rs. 4 Lakh per Coach per month, all inclusive
	Line 3 & 4 Blue Line of DMRC, Delhi	Display Size 1104 sqft Quantity 47 coaches		Rs. 4 Lakh per Coach per month, all inclusive
Metro Train Wrap (Delhi Metro)	Line 6 of DMRC, Delhi, (Violet line) Kashmere Gate to Escort Mujesar, Faridabad	Display Size 1104 sqft Quantity 26 coaches		Rs. 4 Lakh per Coach per month


ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation
 (Unit 2209) RECIFFO WIMDA
 ADMIN OFFICER (Press & Info)

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
3	M/s Value-wise Services	Subhash Nagar Metro Station	160 sqft (10' X 8') Qty 2	Rs. 726/- sqft per month
	Metro Station Display Boards on Public Utilities of DMRC Station	South Campus Metro Station	160 sqft Qty 02 of (5' X 10') Qty 01 of 6' X 10'	Rs. 726/- sqft per month
		Rajouri Garden Metro Station	150 sqft Qty 03 of 5' X 10'	Rs. 726/- sqft per month
		ESI Hospital Metro Station	160 sqft total Qty 2 of size 5' X 10' and Qty 01 of 6' X 10'	Rs. 726/- sqft per month
		Mayapuri Metro Station	100 sqft Qty 02 of 5' X 10'	Rs. 726/- sqft per month
		Nehru Enclave Metro Station	168 sqft Qty 01 of 10' X 6', Qty 01 of 7' X 9' and Qty 01 of 5' X 9'	Rs. 726/- sqft per month
		GK-2 Metro Station	160 sqft Qty 02 of 05' X 9' and Qty 01 of 10' X 7'	Rs. 726/- sqft per month
		Chirag Delhi Metro Station	168 sqft Qty 02 of 06' X 9' and Qty 01 of 10' X 6'	Rs. 726/- sqft per month
		Panchsheel Park Metro Station	168 sqft Qty 02 of 06' X 9' and Qty 01 of 10' X 6'	Rs. 726/- sqft per month
		Hauz Khas Metro Station	170 sqft Qty 02 of 10' X 06' and 01 of 10' X 5'	Rs. 726/- sqft per month
		Metro Station Display Boards on Public Utilities of DMRC Station	IIT Delhi Metro Station	170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'
	R. K. Puram Metro Station		170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'	Rs. 726/- sqft per month
	Munirka Metro Station		170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'	Rs. 726/- sqft per month
	Vasant Vihar Metro Station		170 sqft Qty 01 of 10' X 07' and 02 of 10' X 5'	Rs. 726/- sqft per month
	IGI Airport Metro Station		160 sqft Qty 04 of 8' X 05'	Rs. 726/- sqft per month
	Palam Metro Station		160 sqft Qty 04 of 8' X 05'	Rs. 726/- sqft per month
	Dashratpuri Metro Station		150 sqft Qty 01 of 10' X 07' and 02 of 8' X 5'	Rs. 726/- sqft per month
	Dabri mor Metro Station		160 sqft (8' X 5') Qty 04	Rs. 726/- sqft per month
	Janakpuri West Metro		170 sqft total Qty 2 of size 10' X 06' Qty 01 of 10' X 5'	Rs. 726/- sqft per month

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(Date) size 10' X 06' Qty 01 of 10' X 5'

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

Approved Rates

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
	Public Utility	Katwaria Sarai	140 sqft Qty 01	Rs. 100000/- per month
		Tilak Nagar	140 sqft Qty 01	Rs. 100000/- per month
	Metro Station Public Utility Outside	Dabri mor Metro Station	162 sqft Qty 01 of 27' X 6'	Rs. 50000/- per month
		Vinobhapuri Metro Station	160 sqft Qty 01 of 20' X 8'	Rs. 100000/- per month
		INA Metro Station	160 sqft Qty 02 of 16' X 5' each	Rs. 50000/- per screen per month
	Display Boards Backlit	B.K. Dutta Market	354 sqft Qty 04 of 11' X 06' and 06 of 3' X 5'	Rs. 686/- per sqft per month
		Shiv Mandir Marg	354 sqft Qty 04 of 11' X 06' and 06 of 3' X 5'	Rs. 686/- per sqft per month
		Rajouri Garden Main Market	618 sqft Qty 03 of 11' X 06', 03 of 5' X 10' and 34 of 3' X 5'	Rs. 686/- per sqft per month
	LED Screen	Rajouri Garden Main Market	54 sqft L.E.D 6' X 9' Screen 01	150 (per 10 seconds spot)
	Street Furniture Free Standing Panels	Janakpuri District Centre	Qty 01 of 16' X 08', Qty 02 of 11' X 6', Qty 12 of 8' X 4', Qty 07 of 3' X 6' and Qty 04 of 3' X 5'	Rs. 684/- per sqft per month
4	M/s Ad on Board	Metro Station Display Boards on Public Utilities of DMRC Station		
		Moolchand Metro Station	270 sqft (45' X 6') Qty 1	Rs. 726/- per sqft per month
		Saket Metro Station	240 sqft (30' X 8') Qty 01	Rs. 726/- per sqft per month
		Tughlakabad, Metro Station	280 sqft (20' X 7') Qty 02	Rs. 726/- sqft per month
		Sultanpur Metro Station	132 sqft total Qty 3 of size 5' X 10', 10' X 5' and 4' X 8'	Rs. 726/- per sqft per month
		Chattarpur Metro Station	170 sqft Qty 02 of 5' X 10' and 01 of 7' X 10'	Rs. 726/- per sqft per month
5	M/s Adventure Media Pvt Ltd	Auto Hood Wrap 20 sqft per Auto hood	Qty 100000 Auto	Rs. 825/- per Auto Hood Wrap per month

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No.	Agency Name	Location/Size	Medium/Size	Approved Rates	
6	M/S Guru Kirpa Advertising Co.	Main Market Near Jaypee Hotel	01 unit of 16'X8'	Rs. 549/- per sqft per month	
		Main Market Near McDonalds	01 unit of 11'X 6'		
	Display Boards (Backlit) Vasant Lok Market, Vasant Vihar	Near Vasant Vihar Metro Station	01 unit of 11'X 6'		
		Vasant lok Main Market Entry	01 unit of 11'X 6'		
		Vasant Lok Main Market Exit	01 unit of 11'X 6'		
		Vasant Lok Near Indian Oil Petrol Pump	01 unit of 11'X 6'		
		Vasant Lok Main Market	13 unit of 8'X 4'		
		Vasant Lok Main Market	06 unit of 3'X 5'		
	Kamal Cinema Market	Near Kamal Cinema	01 unit of 16'X8'		Rs. 425/- per sqft per month
		Near Bengali Sweets	01 unit of 11'X 6'		
		Towards Green Park	01 unit of 11'X 6'		
		Opp. Safdarjung Club	01 unit of 11'X 6'		
		Toward Ring Road Chanakyapuri	01 unit of 8'X 4'		
		Towards Green Market	01 unit of 8'X 4'		
Near Red light, Safdarjung Enclave		01 unit of 8'X 4'			
Main Market, Safdarjung Enclave		02 unit of 3'X 5'			
Street Furniture-Free standing Panels in Delhi	Mayapuri Industrial Area-Ring Road to Nangal Raya Flyover	20 unit of 8' X 4'	Rs. 18,700/- per unit per month		

DAVP approved rate for supply of Printed Self Adhesive Vinyl sheets, flex sheets (Non-illuminated and illuminated), poly ethylene sheet (eco-friendly) to display on hoarding, bus panels, kiosks, public utilities etc. in different sizes in bulk quantities.

Sr No	Items	Present Rate obtained from tender in per square feet basis (in Rs.)	Description (Standard size of hoarding- 10'x20')
1	Printed self adhesive vinyl sheet	30/-	Display of hoarding for one month or less period
		41/-	Display of hoarding for two month or less period
		49/-	Display of hoarding for three month or less period
2	Printed flex sheet (non-illuminated)	9.50/-	per Sq. Ft.
3	Printed flex sheet (illuminated)	20/-	per Sq. Ft.
4	Printed Poly ethylene sheet (eco friendly)	21/-	per Sq. Ft.
5	SMS Activity	Rs.0.053 (+Tax)	Rate as per delivered SMS

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 Hoarding charges @ Rs. 500/- per hoarding and applicable service tax shall be paid in addition to the above. The size of hoarding may be increased or decreased, if required

COMPARATIVE STATEMENT OF FINAL RATES FOR 2021-22 & 2022-23 IN RESPECT OF NEWSPAPERS IN PANEL-II
(CONT. RATES)

Sl. No	Title of Newspaper/Place of Publication		Display/Public/Tender/Appointment Notices (Rs. Per Sq. Cm.)					
			2021-22	2022-23	%age increased	2021-22	2022-23	%age increased
1	Hindustan Times (Delhi)	Display	<u>B&W</u> 4886	<u>B&W</u> 4886	0.00	<u>Colour</u> 4886	<u>Colour</u> 4886	0.00
		Public /Tender Notice	3207	3207	0.00	3207	3207	0.00
		Appointments	1200	1200	0.00	1200	1200	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
2	Hindustan (Hindi)/Delhi	Display	1060	1060	0.00	1060	1060	0.00
		Public /Tender Notice	1410	1410	0.00	1410	1410	0.00
		Appointments	428	428	0.00	428	428	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
3	Hindustan Times (Delhi)	Display	5916	5916	0.00	5916	5916	0.00
		Public /Tender Notice	4017	4017	0.00	4017	4017	0.00
		Hindustan (Delhi) Appointments	1461	1461	0.00	1461	1461	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
4	Hindustan Times (Delhi)	Display	7305	7305	0.00	7305	7305	0.00
		Public /Tender Notice	4185	4185	0.00	4185	4185	0.00
		Hindustan Times (Mumbai) Appointments	1878	1878	0.00	1878	1878	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
5	Hindustan Times +Hindustan (All Editions)	Display	12830	12830	0.00	12830	12830	0.00
		Public /Tender Notice	8294	8294	0.00	8294	8294	0.00
		Appointments	3932	3932	0.00	3932	3932	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
6	*Hindustan Times, (All Editions)	Display	7316	7316	0.00	7316	7316	0.00
		Public /Tender Notice	5083	5083	0.00	5083	5083	0.00
		Appointments	2629	2629	0.00	2629	2629	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
7	Hindustan, (All Editions)	Display	6240	6240	0.00	6240	6240	0.00
		Public /Tender Notice	4456	4456	0.00	4456	4456	0.00
		Appointments	2809	2809	0.00	2809	2809	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
8	Hindustan Times (Delhi&Mumbai) + Hindustan (Delhi)	Display	8874	8874	0.00	8874	8874	0.00
		Public /Tender Notice	5570	8874	0.00	5570	8874	59.32
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
9	The Indian Express +The Financial Express + Jansatta (Delhi Edition)	Display/Public Notice	1245	1245	0.00	1245	1245	0.00
		Tender Notice	1480	1480	0.00	1480	1480	0.00
		Appointments	940	940	0.00	940	940	0.00

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COMPARATIVE STATEMENT OF FINAL RATES FOR 2021-22 & 2022-23 IN RESPECT OF NEWSPAPERS IN PANE
(CONT. RATES)

		<u>B&W</u>			<u>Colour</u>	<u>Colour</u>		
10	The Indian Express + The Financial Express + Jansatta (All Editions)	Display/Public Notice	3850	3850	0.00	3850	3850	0.00
		Tender Notice	3850	3850	0.00	3850	3850	0.00
		Appointments	1815	1815	0.00	1815	1815	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		380	380	0.00	380	380	0.00	
11	Millenniumpost	Display	380	380	0.00	380	380	0.00
		Public /Tender Notice	380	380	0.00	380	380	0.00
		Appointments	380	380	0.00	380	380	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		717	717	0.00	717	717	0.00	
12	Pioneer	Display	717	717	0.00	717	717	0.00
		Public /Tender Notice	717	717	0.00	717	717	0.00
		Appointments	717	717	0.00	717	717	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		505	505	0.00	505	505	0.00	
13	The Hindu (Delhi)	Display/Public Notice	505	505	0.00	505	505	0.00
		Tender Notice	390	390	0.00	390	390	0.00
		Appointments	475	475	0.00	475	475	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		5975	5975	0.00	5975	5975	0.00	
14	The Hindu (All Editions)	Display/Public Notice	5975	5975	0.00	5975	5975	0.00
		Tender Notice	4805	4805	0.00	4805	4805	0.00
		Appointments	3250	3250	0.00	3250	3250	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		2045	2045	0.00	2045	2045	0.00	
15	The Economic Times (Delhi)	Display	2045	2045	0.00	2045	2045	0.00
		Public /Tender Notice	1621	1621	0.00	1621	1621	0.00
		Appointments	740	740	0.00	740	740	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		4505	4505	0.00	4505	4505	0.00	
16	The Times of India (Delhi)	Display	4505	4505	0.00	4505	4505	0.00
		Public /Tender Notice	3053	3053	0.00	3053	3053	0.00
		Appointments	1400	1400	0.00	1400	1400	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		1725	1725	0.00	1725	1725	0.00	
17	The Navbharat Times (Delhi)	Display	1725	1725	0.00	1725	1725	0.00
		Public /Tender Notice	1663	1663	0.00	1663	1663	0.00
		Appointments	515	515	0.00	515	515	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	
		6725	6725	0.00	6725	6725	0.00	
18	TOI+NBT+ET (Delhi)	Display	6725	6725	0.00	6725	6725	0.00
		Public /Tender Notice	4343	4343	0.00	4343	4343	0.00
		Appointments	1675	1675	0.00	1675	1675	0.00
			<u>B&W</u>	<u>B&W</u>		<u>Colour</u>	<u>Colour</u>	


ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq. cm. for B&W advertisement	Rates per sq. cm. for Color advertisement (40% Extra)
HINDI				
1	Aaj Samaj	5,57,286	69.52	97.33
2	Amar Ujala (Delhi)	1,73,577	53.31	74.63
	Amar Ujala (All Editions)			
	Agra		75.85	106.19
	Meerut		66.6	93.24
	Bareilly		56.58	79.21
	Muradabad		40.29	56.41
	Aligarh		30.8	43.12
	Kanpur		151.44	212.02
	Lucknow		97.57	136.60
	Jhansi		30.04	42.06
	Varanasi		105.09	147.13
	Allahabad		54.55	76.37
	Gorakhpur		48.49	67.89
	Delhi		53.31	74.63
	Dehradun		40.29	56.41
	Nainital		35.55	49.77
	Rohtak		21.41	29.97
	Karnal		21.41	29.97
	Hisar		21.41	29.97
	Chandigarh		30.8	43.12
	Jalandhar		8.74	12.24
	Jammu		25.85	36.19
	Dharamshala		25.85	36.19
	Total		1041.92	1458.688
3	Bandematram	5,559	16.87	23.618
4	Dabang Duniya	25,000	16.87	23.62
5	Dainik Bhaskar (Delhi)	25,000	16.87	23.62
(A)	Dainik Bhaskar (All Edition)	42,58,823		2917.376
	Bhopal		75.57	105.80
	Indore		76.49	107.09
	Gwalior		49.36	69.10
	Sagar		35.55	49.7
	Ujjain		30.04	42.0
	Ratlam		25.85	36.1
	Raipur		87.15	122.0
	Bilaspur		35.55	49.7
	Faridabad		16.87	23.6

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates
Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year
2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

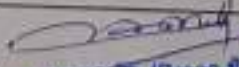
S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
			47.4	66.36
	Dainik Bheskar (All Edition)	Panipat	35.55	49.77
		Hissar	49.1	68.74
		Jalandhar	21.41	29.97
		Ludhiana	47.4	66.36
		Chandigarh	12.47	17.46
		Shimla	16.87	23.62
		Delhi	53	74.20
		Ranchi	30.8	43.12
		Jameshedpur	25.85	36.19
		Dhanbad	198.59	278.03
		Jaipur	55.46	77.64
		Jodhpur	30.04	42.06
		Bikaner	47.4	66.36
		Udaipur	35.55	49.77
		Ajmer	51.69	72.37
		Kota	40.29	56.41
		Alwar	47.4	66.36
		Sikar	35.55	49.77
		Sriganganagar	35.55	49.77
		Bhilwara	35.55	49.77
		Pali	35.55	49.77
		Nagaur	25.85	36.19
		Patna	135.18	189.25
		Total	1546.38	2164.932
6	Dainik Jagran (Delhi)	4,56,794	216.51	303.11
(A)	Dainik Jagran (All Edition)			
		Delhi	216.51	303.11
		Kanpur	150.62	210.87
		Lucknow	128.74	180.24
		Varanasi	105.6	147.84
		Agra	61.29	85.81
		Meerut	109.85	153.79
		Bareilly	40.29	56.41
		Gorakhpur	69.74	97.64
		Jhansi	35.55	49.77
		Aligarh	30.04	42.06
		Allahbad	47.4	66.36
		Moradabad	30.04	42.06
		Patna	106.07	148.50
		Bhagalpur	47.82	66.95
		Muzaffarpur	54.38	76.13


ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates


Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC.

S. No.	Title of Newspaper	Circulation	Rates per sq.cm. for B&W advertisement	Rates per sq.cm. for Color advertisement (40% Extra)
	Dainik Jagran (All Edition)	Jalandhar	12.47	17.46
		Ludhiana	21.41	29.97
		Amritsar	16.87	23.62
		Chandigarh	21.41	29.97
		Dheradun	35.55	49.77
		Haldwani	30.04	42.06
		Hisar	30.8	43.12
		Panipat	30.04	42.06
		Ranchi	30.04	42.06
		Dhanbad	30.8	43.12
		Jamshedpur	25.85	36.19
	Dharamshala	Dharamshala	12.47	17.46
		Jammu	12.47	17.46
		Siliguri	12.47	17.46
		Total	1556.63	2179.282
7	Deshbandhu	40,618	25.85	36.19
8	Grihshobha (Magazine)	63,578	22.67	31.738
9	Greh laxmi	3,04,652	213.23	298.522
10	Hari Bhoomi	73,734	25.85	36.19
11	Loksatya	1,84,242	87.33	122.262
12	Navodaya Times	1,44,292	68.39	95.746
13	Punjab Kesari	3,55,362	164.92	230.89
14	Rashtriya Sahara	77,215	40.29	56.406
15	Sandhya Veer Arjun	15,883	16.87	23.62
16	Sarita (Magazine)	15,263	22.67	31.738
17	Shahtimes	43,000	25.85	36.19
18	Top Story	45,421	25.85	36.19
19	Veer Arjun	90,512	47.40	66.36
20	Viraat Vaibhav	2,59,002	122.76	171.864
21	Statesman	26,953	16.87	23.618
			B/W	Color
A	Statesman All Edition	Kolkata	58.55	81.97
		Siliguri	16.87	23.618
		Bhubneswar	12.47	17.458
		Delhi	16.87	23.618
				104.76
JRDU				
1	Hindustan Express	37,665	25.85	36.19
2	Milap	26,852	12.47	17.458
3	Pratap	51,699	30.04	42.06


ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

PANEL -I Newspapers/Magazines at DAVP (BOC) Rates
 Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year
 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC

S. No.	Title of Newspaper	Circulation	Rates per sq. cm. for B&W advertisement	Rates per sq. cm. for Color advertisement (40% Extra)
4	Bazmna Rashtra Sehans	62,234	30.8	43.12
5	Tej	30,371	12.47	17.46
PUNJABI				
1	The Educator	36,762	21.41	29.97
ENGLISH/HINDI/URDU				
1	Employment News	--	--	--


 ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

P&I & PUBLIC RELATIONS OFFICER
 Advertising & Publicity Section

ABSTRACT RATES FOR THE FINANCIAL YEAR 2022-2023. NO MID-TERM REVISION OF RATES ACCEPTABLE
SDMC.

S.No	Title of Newspaper/Place of Publication	Circulation	Rates for Display/Public/Tender/Appointments Notice (Rs. Per Sq. Cm.) Rates 2022-23		
				B&W	Colour
1	Hindustan Times (Delhi)	9,38,097	Display	4886	4886
			Public/Tender Notice	3207	3207
			Appointments	1200	1200
				B&W	Colour
2	Hindustan (Hindi)/Delhi	2,51,445	Display	1060	1060
			Public/Tender Notice	1410	1410
			Appointments	428*	428*
				B&W	Colour
3	Hindustan Times (Delhi) Hindustan (Delhi)		Display	5916	5916
			Public/Tender Notice	4017	4017
			Appointments	1461*	1461*
				B&W	Colour
4	Hindustan Times (Delhi) Hindustan Times (Mumbai)		Display	7305	7305
			Public/Tender Notice	4185	4185
			Appointments	1878*	1878*
				B&W	Colour
5	Hindustan Times +Hindustan (All Editions)		Display	12830	12830
			Public/Tender Notice	8294	8294
			Appointments	3932	3932
				B&W	Colour
6	*Hindustan Times, (All Editions)		Display	7316	7316
			Public/Tender Notice	5083	5083
			Appointments	2629	2629
				B&W	Colour
7	Hindustan, (All Editions)		Display	6240	6240
			Public/Tender Notice	4456	4456
			Appointments	2809	2809
				B&W	Colour
8	Hindustan Times (Delhi&Mumbai) + Hindustan (Delhi)		Display	8874	8874
			Public/Tender Notice	5570	5570
			Appointments	--	--
				B&W	Colour
9	Hindustan Times, Mumbai		Display	2104	2104
			Public/Tender Notice	1964	1964
			Appointments	--	--
				B&W	Colour

*For Appointments advertisements other than Tuesday, Public/Tender Notice rates would be applicable.
 *Mint would be offered complimentary along HT Delhi/HT Delhi & Mumbai/All Edition Package of Display/Public &
 *No New Edition is acceptable to SDMC in Financial Year 2022-23. * Split rates of All editions not submitted.


ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation
 ADMIN OFFICER (Press & Info) NIMGA
 South Delhi Municipal Corporation

CONTRACT RATES FOR THE FINANCIAL YEAR 2022-2023. NO MID-TERM REVISION OF RATES ACTED
SDMC.

Rates for Display/Public/Tender/Appointments
Notice (Rs. Per Sq. Cm.) Rates 2022-23

CONTRACT R
S.No. Title

S.No.	Title of Newspaper/Place of Publication	Circulation	Final Rates 2022-23		
			Display/ Public Notice	Tender Notice	Appointments
10	The Indian Express (Delhi) The Financial Express (Delhi) Jansatta (Delhi)	97,345 40,718 44,627	1245.00	1480.00	940
11	IE+FE+Jansatta (All Edition)	7,51,262	Display/ Public Notice	Tender Notice	Appointments
	The Indian Express	Mumbai	653.87	680.7	236.23
	The Indian Express	Ahmedabad	112.20	89.24	39.93
	The Indian Express	Pune	349.97	276.01	124.53
	The Indian Express	Vadodara	112.2	89.24	39.93
	The Indian Express	Nagpur	53.43	45.66	19.01
	The Indian Express	Delhi	379.36	389.12	134.98
	The Indian Express	Chandigarh	205.71	140.08	73.2
	The Indian Express	Lucknow	114.88	144.23	40.88
	The Indian Express	Jaipur	85.49	71.6	30.42
	The Indian Express	Kolkata	120.22	141.12	42.77
	The Financial Express	Chennai	85.49	80.94	30.42
	The Financial Express	Bangalore	92.17	79.9	32.8
	The Financial Express	Kochi	42.75	52.92	15.21
	The Financial Express	Mumbai	205.71	200.26	73.2
	The Financial Express	Delhi	158.96	172.25	56.56
	The Financial Express	Kolkata	78.81	79.9	28.04
	The Financial Express	Chandigarh	56.1	69.52	19.96
	The Financial Express	Hyderabad	82.82	79.9	29.47
	The Financial Express	Pune	58.77	64.34	20.91
	The Financial Express	Ahmedabad (Eng.)	85.48	105.83	30.42
	The Financial Express	Lucknow	34.73	46.69	12.36
	Jansatta	Delhi	262.52	243.62	267.56
	Jansatta	Chandigarh	132.38	139.72	134.92
	Jansatta	Kolkata	143.6	139.72	146.36
	Jansatta	Lucknow	132.38	227.49	134.93
	Total		3850.00	3850.00	1815.00

Appointment ads if carried on other than specific appointment days will attract Display/Public Notice rates
to New Edition is acceptable to SDMC in Financial Year 2022-23.

			Final Rates 2022-23		
				B&W	Colour
12	Millenniumpost	93,629	Display/ Public Notice	380	380
			Tender Notice	380	380
			Appointments	380	380
				B&W	Colour
13	Pioneer	1,45,544	Display/ Public	717	717
			Tender Notice	717	717
			Appointments	717	717
				B&W	Colour
14	The Hindu (Delhi) + The Business Line	1,33,153	Display/ Public Notice	390	390
			Tender Notice	390	390

ADMIN OFFICER (Press & Publicity)
South Delhi Municipal Corporation

Appointments	475	475
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CONTRACT RATES FOR THE FINANCIAL YEAR 2022-2023. NO MID-TERM REVISION OF RATES ACCEPTABLE TO SDMC.

S.No.	Title of Newspaper/Place of Publication	Circulation	Rates for Display/Public/Tender/Appointments Notice (Rs. Per Sq. Cm.) Rates 2022-23		
				B&W	Colour
15	The Hindu (All Editions) + The Business Line	1415792	Display/ Public Notice	5975	5975
			Tender Notice	4805	4805
			Appointments	3250	3250
				B&W	Colour
16	The Economic Times (Delhi)	1,40,180	Display	2045	2045
			Tender/ Public Notice	1621	1621
			Appointments	740	740
				B&W	Colour
17	The Times of India (Delhi)	9,82,050	Display	4505	4505
			Tender/ Public Notice	3053	3053
			Appointments	1400	1400
				B&W	Colour
18	The Navbharat Times (Delhi)	5,48,526	Display	1725	1725
			Tender/ Public Notice	1663	1663
			Appointments	515	515
				B&W	Colour
19	TOI+NBT+ET (Delhi)	16,70,756	Display	6725	6725
			Tender/ Public Notice	4343	4343
			Appointments	1675	1675
				B&W/Colour	
20	Times of India Super Saver-4 (Delhi, Mumbai, Kolkata, Lucknow, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa, El-Sanay)	3592258		6536	
				B&W/Colour	
21	Times of India Super Saver-1 (Delhi, Kolkata, Chennai, Hyderabad, Lucknow, Kanpur, Mangalore, Mysore, Jaipur, Goa)	2512108		4064	

* No premium will be paid for local or any other specific page.

* Appointment rates mentioned in the grid are for Ascent (Wednesday) and advertisement coming in on non appointment day. Public Notice rate.

* No New Edition is acceptable to SDMC in Financial Year 2022-23.


ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

ANNEXURE - III

PANEL-III (RADIO CHANNELS RATES)

Directorate of Advertising and Visual Publicity (DAVP) Rates for the financial Year 2022-2023 Mid-term revision will be automatically accepted and applicable to SDMC Directorate of Advertising and Visual Publicity (DAVP)/BOC Rates Offered By FM Channels/Rates For All India Radio FM Channels

S. No.	Title of FM Channel	Rate (Per 10 sec.)			
		Delhi Station			
		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.	11.00 p.m. to 7.00 a.m.
1	Radio City 91.1	905/-	665/-	629/-	NIL
2	Radio Mirchi 98.3	1382/-	945/-	832/-	NIL
3	Red FM 93.5	863/-	599/-	666/-	599/-
4	Fever 104 FM	547/-	733/-	476/-	NIL
5	Radio One FM 94.3	377/-	372/-	291/-	NIL
6	Hit 95 FM	285/-	252/-	275/-	NIL
7	92.7 Big FM	740/-	806/-	445/-	NIL
8	Ihsq FM 104.8	493/-	330/-	311/-	NIL

PRASAR BHARTI (BROADCASTING CORPORATION OF INDIA) RATES

S. No.	Title of FM Channel	Rate (Per 10 sec.)			Remark
		Delhi Station			
		Cat - A1	Cat - 2	Cat - 3	
		7.00 to 11.00 hrs.	11.00 to 15.00 hrs.	15.00 to 18.00 hrs.	
		18.00 to 21.00 hrs.	21.00 to 22.00 hrs.	22.00 to 07.00 hrs.	
1	AIR FM Rainbow	N.A	N.A	N.A	Rates not submitted
2	AIR FM Gold	N.A	N.A	N.A	Rates not submitted


ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

ANNEXURE - IV

PANEL-IV (TV CHANNELS RATES)


Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

1	TOTAL TV			
	(i) Spot Advt.			
		6:00 am - 12:00 pm	10 sec	Rs. 387/-
		12:00 am - 5:00 pm	10 sec	Rs. 389/-
		5:00 pm - 11:00 pm	10 sec	Rs. 402/-
	Aston band	60 to 100 times	30 word/30 sec	Rs. 1,35,000/- per month
	Animated Ticker	150 times	35 word/35 sec	Rs. 1,10,000/- per month

2 Sahara Samay (NCR)

Property	Time Band	Duration	Rate	Rates/1 Sec Gro (INR)
FCT	6:00 am -12:00 noon	10 sec	298/-	Rs. 351
FCT	12:00 noon - 5:00 pm	10 sec	298/-	Rs. 351
FCT	5:00 noon - 7:00 pm	10 sec	298/-	Rs. 351
FCT	7:00 pm - 10:00 pm	10 sec	298/-	Rs. 351
FCT	10:00 pm - 11:00 pm	10 Sec	298/-	Rs. 351
Scroll	Full Day	30 days	Rs. 60000/- (25 word with One Logo) Rs. 1000/- extra words	
Animated Ticker	25 words	30 days	Rs. 70000/- (25 word with One Logo) Rs. 1000/- extrg words	
Aston band	6 am to 5 pm	10 sec	1500/-	
Aston band	5 am to 11 pm	10 sec	2000/-	


 ADMIN OFFICER (Press & Info)
 South Delhi Municipal Corporation

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
	Public Utility	Katwaria Sardi	140 sqft Qty 01	Rs. 100000/- per month
		Tilak Nagar	140 sqft Qty 01	Rs. 100000/- per month
	Metro Station Public Utility Outside	Dabri mar Metro Station	162 sqft Qty 01 of 27' X 6'	Rs. 50000/- per month
		Vinobhapuri Metro Station	160 sqft Qty 01 of 20' X 8'	Rs. 100000/- per month
		INA Metro Station	160 sqft Qty 02 of 16' X 5' each	Rs. 50000/- per screen per month
	Display Boards Backlit	B.K. Dutta Market	354 sqft Qty 04 of 11' X 06' and 06 of 3' X 5'	Rs. 686/- per sqft per month
		Shiv Mandir Marg	354 sqft Qty 04 of 11' X 06' and 06 of 3' X 5'	Rs. 686/- per sqft per month
		Rajouri Garden Main Market	618 sqft Qty 03 of 11' X 06', 03 of 5' X 10' and 34 of 3' X 5'	Rs. 686/- per sqft per month
	LED Screen	Rajouri Garden Main Market	54 sqft LED 6' X 9' Screen 01	1.50 (per 10 seconds spot)
	Street Furniture Free Standing Panels	Janakpuri District Centre	Qty 01 of 16' X 08', Qty 02 of 11' X 6', Qty 12 of 8' X 4', Qty 07 of 3' X 6' and Qty 04 of 3' X 5'	Rs. 684/- per sqft per month
4	M/s Ad on Board	Metro Station Display Boards on Public Utilities of DMRC Station		
		Moolchand Metro Station	270 sqft (45' X 6') Qty 1	Rs. 726/- per sqft per month
		Saket Metro Station	240 sqft (30' X 8') Qty 01	Rs. 726/- per sqft per month
		Tughlakabad, Metro Station	280 sqft (20' X 7') Qty 02	Rs. 726/- sqft per month
		Sultanpur Metro Station	132 sqft total Qty 3 of size 5' X 10', 10' X 5' and 4' X 8'	Rs. 726/- per sqft per month
		Chattarpur Metro Station	170 sqft Qty 02 of 5' X 10' and 01 of 7' X 10'	Rs. 726/- per sqft per month
5	M/s Adventure Media Pvt Ltd	Auto Hood Wrap 20 sqft per Auto hood	Qty 100000 Auto	Rs. 825/- per Auto Hood Wrap per month

ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
3	M/s Value-wise Services	Subhash Nagar Metro Station	160 sqft (10' X 8') Qty 2	Rs. 726/- sqft per month
		South Campus Metro Station	160 sqft Qty 02 of (5' X 10') Qty 01 of 6' X 10'	Rs. 726/- sqft per month
		Rajouri Garden Metro Station	150 sqft Qty 03 of 5' X 10'	Rs. 726/- sqft per month
		ESI Hospital Metro Station	160 sqft total Qty 2 of size 5' X 10' and Qty 01 of 6' X 10'	Rs. 726/- sqft per month
		Mayapuri Metro Station	100 sqft Qty 02 of 5' X 10'	Rs. 726/- sqft per month
	Metro Station Display Boards on Public Utilities of DMRC Station	Nehru Enclave Metro Station	168 sqft Qty 01 of 10' X 6', Qty 01 of 7' X 9' and Qty 01 of 5' X 9'	Rs. 726/- sqft per month
		GK-2 Metro Station	160 sqft Qty 02 of 05' X 9' and Qty 01 of 10' X 7'	Rs. 726/- sqft per month
		Chirag Delhi Metro Station	168 sqft Qty 02 of 06' X 9' and Qty 01 of 10' X 6'	Rs. 726/- sqft per month
		Panchsheel Park Metro Station	168 sqft Qty 02 of 06' X 9' and Qty 01 of 10' X 6'	Rs. 726/- sqft per month
		Hauz Khas Metro Station	170 sqft Qty 02 of 10' X 06' and 01 of 10' X 5'	Rs. 726/- sqft per month
		IIT Delhi Metro Station	170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'	Rs. 726/- sqft per month
		R. K. Puram Metro Station	170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'	Rs. 726/- sqft per month
		Munirka Metro Station	170 sqft Qty 02 of 5' X 09' and 02 of 10' X 4'	Rs. 726/- sqft per month
	Metro Station Display Boards on Public Utilities of DMRC Station	Vasant Vihar Metro Station	170 sqft Qty 01 of 10' X 07' and 02 of 10' X 5'	Rs. 726/- sqft per month
		IGI Airport Metro Station	160 sqft Qty 04 of 8' X 05'	Rs. 726/- sqft per month
		Palam Metro Station	160 sqft Qty 04 of 8' X 05'	Rs. 726/- sqft per month
		Dashratpuri Metro Station	150 sqft Qty 01 of 10' X 07' and 02 of 8' X 5'	Rs. 726/- sqft per month
		Dabri mar Metro Station	160 sqft (8' X 5') Qty 04	Rs. 726/- sqft per month
		Janakpuri West Metro Station	170 sqft total Qty 2 of size 10' X 06' Qty 01 of 10' X 5'	Rs. 726/- sqft per month

ADMIN OFFICER (Press & Info)
South Delhi Municipal Corporation

(Date) _____
(Signature) _____

PANEL-V (Outdoor Media Agency)

Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
1	M/S TIMES Innovative Media Ltd.	Metro Train Wrap (Line-7 Majlis Park to Shiv Vihar)	1,110 sq. ft. (31 Coaches)	Rs. 4,00,000/- per coach per month
		Metro Rail Inside Panels (Majlis Park to shiv vihar)	54.5 cm X 38 cm (12 panels per coach- total 3744 Panels)	Rs. 3,790/- per panel per month
		LCD/LED Screens Delhi Metro Pink Line-7 (Majlis Park to shiv vihar)	Screens Qty 36 Screen Size 14.6 inches	DAVP rate per 10 sec. Spot per Train 7 Rs. For all 36 Screens No. of spot per day 1020 Cost per train per day 7140
		Digital Display Board at IGI Airpot (Terminal-1) Domestic Departure	32 Screens 65 inch	Rs. 14,25,600/- for 32 screens at Domestic departure (330 Spots of 15 seconds per day per screen)
		Digital Display Board at IGI Airpot (Terminal-2) Domestic Arrival+Departure	28 screen of 65 inch	Rs.12,47,400 for 28 screens (330 Spots of 15 seconds per day per screen)
		Digital Display Board at Airpot (T-3 Domestic Arrival and Domestic Departure) IGI Airpot	60 Screens of 65 inch	Rs. 26,83,800/- (440 Spots of 15 seconds per day)
		Digital Display Board at Airpot (T-3 International Arrival) IGI Airpot	40 Screens 65 inch	Rs. 21,99,400/- (480 Spots of 15 seconds per day)
		Digital Display Board at Airpot (Internatinal Departure) IGI Airpot	25 Screens of 65 inch	Rs. 16,20,000/- (480 Spots of 15 seconds per day)
		Bus Que Shalter (Qty 42)	Rs. 192/- per Sq. Ft. (BQS printing cost shall be extra as per DAVP allotted rate (@20/- Sq.ft.)	Rs. 10,00,000/- per month
BQS (Back-lit in Delhi) (Qty 156)	Rs. 192/- per Sq. Ft. (Flex printing charges extra at prevailing DAVP rate i.e. Rs.20/- per sqft.	Rs. 10,00,000/- per month		

PANEL-V (Outdoor Media Agency)
Rates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SDMC

S. No	Agency Name	Location/Size	Medium/Size	Approved Rates
2	M/s EG Communication	Inside Panel in Metro Rail Dwarka to Noida City Centre	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
		Dwarka to Anand Vihar	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
		Jhangeripuri to Huda City Centre	514X204mm 411X586mm 761X103mm	Rs. 3300/- per panel, per month Rs. 4400/- per panel, per month Rs. 2200/- per panel, per month
Metro Rail Inside Panel	Line 6 of DMRC, Delhi (Violet Line) Kashmere Gate to Escort Mujesar, Faridabad	Display Size 1.75' x 1.73 3.57' x 0.70 2.91' x 0.70 2.29' x 0.70	Quantity 3168 1056 1496 88	Per sqcm per month Rs. 1.83/-
Metro Train Wrap (Delhi Metro)	Line 2 Yellow Line of DMRC, Delhi	Display Size 1104 sqft Quantity 42 coaches		Rs. 4 Lakh per Coach per month, all inclusive
	Line 3 & 4 Blue Line of DMRC, Delhi	Display Size 1104 sqft Quantity 47 coaches		Rs. 4 Lakh per Coach per month, all inclusive
Metro Train Wrap (Delhi Metro)	Line 6 of DMRC, Delhi, (Violet line) Kashmere Gate to Escort Mujesar, Faridabad	Display Size 1104 sqft Quantity 26 coaches		Rs. 4 Lakh per Coach per month


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PANEL-V (Outdoor Media Agency)

Dates for the financial Year 2022-2023.

Mid-term revision in case of DAVP rates will be automatically acceptable to SOMC

S. No.	Agency Name	Location/Size	Medium/Size	Approved Rates	
6	M/s Guru Kirpa Advertising Co.	Main Market Near Jaypee Hotel	01 unit of 16'X8'	Rs. 549/- per sqft per month	
		Main Market Near McDonalds	01 unit of 11'X 6'		
		Near Vasant Vihar Metro Station	01 unit of 11'X 6'		
		Vasant lok Main Market Entry	01 unit of 11'X 6'		
		Vasant Lok Main Market Exit	01 unit of 11'X 6'		
		Vasant Lok Near Indian Oil Petrol Pump	01 unit of 11'X 6'		
		Vasant Lok Main Market	13 unit of 8'X 4'		
		Vasant Lok Main Market	06 unit of 3'X 5'		
	Display Boards (Backlit) Vasant Lok Market, Vasant Vihar	Near Kamal Cinema	01 unit of 16'X8'		Rs. 425/- per sqft per month
		Near Bengali Sweets	01 unit of 11'X 5'		
		Towards Green Park	01 unit of 11'X 6'		
		Opp. Safdarjung Club	01 unit of 11'X 6'		
		Toward Ring Road Charakvapuri	01 unit of 8'X 4'		
		Towards Green Market	01 unit of 8'X 4'		
		Near Red light, Safdarjung Enclave	01 unit of 8'X 4'		
Main Market, Safdarjung Enclave		02 unit of 3'X 5'			
Street Furniture-Free standing Panels in Delhi	Mayapuri Industrial Area-Ring Road to Nangal Raya Flyover	20 unit of 8' X 4'	Rs. 18,700/- per unit per month		

DAVP approved rate for supply of Printed Self Adhesive Vinyl sheets, flex sheets (Non-illuminated and illuminated), poly ethylene sheet (eco-friendly) to display on hoarding, bus panels, kiosks, public utilities etc. in different sizes in bulk quantities.

Sr No.	Items	Present Rate obtained from tender in per square feet basis (in Rs.)	Description (Standard size of hoarding- 10'x20')
1	Printed self adhesive vinyl sheet	30/-	Display of hoarding for one month or less period
		41/-	Display of hoarding for two month or less period
		49/-	Display of hoarding for three month or less period
2	Printed flex sheet (non-illuminated)	9.50/-	per Sq. Ft.
3	Printed flex sheet (illuminated)	20/-	per Sq. Ft.
4	Printed Poly ethylene sheet (eco friendly)	21/-	per Sq. Ft.
5	SMS Activity	Rs.0.053 (+Tax)	Rate as per delivered SMS

Printing charges @ Rs. 500/- per hoarding and applicable service tax shall be paid in addition to the above. The size of hoarding may be increased or decreased, if required

COMPARATIVE STATEMENT OF FINAL RATES FOR 2021-22 & 2022-23 IN RESPECT OF NEWSPAPERS IN PANEL-II (CONT. RATES)


ANNEXURE-VI

Sl. No	Title of Newspaper/Place of Publication	Display/Public/Tender/Appointment Notices (Rs. Per Sq. Cm.)	2021-22	2022-23	%age increased	2021-22	2022-23	%age increased
			B&W	B&W		Colour	Colour	
1	Hindustan Times (Delhi)	Display	4886	4886	0.00	4886	4886	0.00
		Public /Tender Notice	3207	3207	0.00	3207	3207	0.00
		Appointments	1200	1200	0.00	1200	1200	0.00
			B&W	B&W		Colour	Colour	
2	Hindustan (Hindi)/Delhi	Display	1060	1060	0.00	1060	1060	0.00
		Public /Tender Notice	1410	1410	0.00	1410	1410	0.00
		Appointments	428	428	0.00	428	428	0.00
			B&W	B&W		Colour	Colour	
3	Hindustan Times (Delhi)	Display	5916	5916	0.00	5916	5916	0.00
		Public /Tender Notice	4017	4017	0.00	4017	4017	0.00
		Appointments	1461	1461	0.00	1461	1461	0.00
			B&W	B&W		Colour	Colour	
4	Hindustan Times (Delhi)	Display	7305	7305	0.00	7305	7305	0.00
		Public /Tender Notice	4185	4185	0.00	4185	4185	0.00
		Appointments	1878	1878	0.00	1878	1878	0.00
			B&W	B&W		Colour	Colour	
5	Hindustan Times +Hindustan (All Editions)	Display	12830	12830	0.00	12830	12830	0.00
		Public /Tender Notice	8294	8294	0.00	8294	8294	0.00
		Appointments	3932	3932	0.00	3932	3932	0.00
			B&W	B&W		Colour	Colour	
6	*Hindustan Times, (All Editions)	Display	7316	7316	0.00	7316	7316	0.00
		Public /Tender Notice	5083	5083	0.00	5083	5083	0.00
		Appointments	2629	2629	0.00	2629	2629	0.00
			B&W	B&W		Colour	Colour	
7	Hindustan, (All Editions)	Display	6240	6240	0.00	6240	6240	0.00
		Public /Tender Notice	4456	4456	0.00	4456	4456	0.00
		Appointments	2809	2809	0.00	2809	2809	0.00
			B&W	B&W		Colour	Colour	
8	Hindustan Times (Delhi&Mumbai) + Hindustan (Delhi)	Display	8874	8874	0.00	8874	8874	0.00
		Public /Tender Notice	5570	5570	0.00	5570	8874	59.32
		Appointments						
			B&W	B&W		Colour	Colour	
9	The Indian Express +The Financial Express + Jansatta (Delhi Edition)	Display/Public Notice	1245	1245	0.00	1245	1245	0.00
		Tender Notice	1480	1480	0.00	1480	1480	0.00
		Appointments	940	940	0.00	940	940	0.00


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COMPARATIVE STATEMENT OF FINAL RATES FOR 2021-22 & 2022-23 IN RESPECT OF NEWSPAPERS IN P.A.
(CONT. RATES)

		B&W			Colour	Colour		
10	The Indian Express + The Financial Express + Jansatta (All Editions)	Display/Public Notice	3850	3850	0.00	3850	3850	0.00
		Tender Notice	3850	3850	0.00	3850	3850	0.00
		Appointments	1815	1815	0.00	1815	1815	0.00
			B&W	B&W		Colour	Colour	
		380	380	0.00	380	380	0.00	
11	Millenniumpost	Display	380	380	0.00	380	380	0.00
		Public /Tender Notice	380	380	0.00	380	380	0.00
		Appointments	380	380	0.00	380	380	0.00
			B&W	B&W		Colour	Colour	
		717	717	0.00	717	717	0.00	
12	Pioneer	Display	717	717	0.00	717	717	0.00
		Public /Tender Notice	717	717	0.00	717	717	0.00
		Appointments	717	717	0.00	717	717	0.00
			B&W	B&W		Colour	Colour	
		505	505	0.00	505	505	0.00	
13	The Hindu (Delhi)	Display/Public Notice	505	505	0.00	505	505	0.00
		Tender Notice	390	390	0.00	390	390	0.00
		Appointments	475	475	0.00	475	475	0.00
			B&W	B&W		Colour	Colour	
		5975	5975	0.00	5975	5975	0.00	
14	The Hindu (All Editions)	Display/Public Notice	5975	5975	0.00	5975	5975	0.00
		Tender Notice	4805	4805	0.00	4805	4805	0.00
		Appointments	3250	3250	0.00	3250	3250	0.00
			B&W	B&W		Colour	Colour	
		2045	2045	0.00	2045	2045	0.00	
15	The Economic Times (Delhi)	Display	2045	2045	0.00	2045	2045	0.00
		Public /Tender Notice	1621	1621	0.00	1621	1621	0.00
		Appointments	740	740	0.00	740	740	0.00
			B&W	B&W		Colour	Colour	
		4505	4505	0.00	4505	4505	0.00	
16	The Times of India (Delhi)	Display	4505	4505	0.00	4505	4505	0.00
		Public /Tender Notice	3053	3053	0.00	3053	3053	0.00
		Appointments	1400	1400	0.00	1400	1400	0.00
			B&W	B&W		Colour	Colour	
		1725	1725	0.00	1725	1725	0.00	
17	The Navbharat Times (Delhi)	Display	1725	1725	0.00	1725	1725	0.00
		Public /Tender Notice	1663	1663	0.00	1663	1663	0.00
		Appointments	515	515	0.00	515	515	0.00
			B&W	B&W		Colour	Colour	
		6725	6725	0.00	6725	6725	0.00	
18	TOI+NBT+ET (Delhi)	Display	6725	6725	0.00	6725	6725	0.00
		Public /Tender Notice	4343	4343	0.00	4343	4343	0.00
		Appointments	1675	1675	0.00	1675	1675	0.00
			B&W	B&W		Colour	Colour	


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