



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



No. DPI/MCD/2023-24/ D -436

Dated: 29/03/23

Sub:- Advertisement rates for newspapers and other media for empanelment with MCD.

The Municipal Corporation of Delhi is preparing panel of Newspaper, Magazines, Radio, Television Channels, Airport and DMRC advertisement and other outdoor advertising agencies etc and approval of their rates for advertisement of MCD for the year 2023-24

The application for empanelment with MCD would imply acceptance of the under mentioned terms and conditions.

1. Release of advertisement to any newspaper/agency shall be the discretion of the Director of Press & Information who will make efforts to release advertisements in most economical and cost effective manner.
2. No upward revision of rates will be allowed during the financial year 2023-24 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 and when revised by the DAVP shall be automatically applicable for MCD and would not require fresh sanction from authorities.
4. If a newspaper 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 newspaper 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 Radio TV Channels would provide Broadcast/ Telecast Certificate for confirmation of broadcasting/ telecasting of MCD'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 as well as payment of the bill.
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 newspapers would be required to ensure placement of advertisements issued by MCD as per its instructions i.e. local page, back etc.
12. Directorate of Press & Information will 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/T.V/FM Channel other advertisement agencies.
13. Newspapers/channels / advertisement agencies shall not accept any advertisement of MCD directly from any other Department except Directorate of Press & Information.
14. Director (Press & Information), MCD will release the advertisements for their publication in newspapers/broadcast/telecasting on radio and T.V. channels and display inside metro panels airports & outdoor advertisement which will be consistent with the policy laid down by the Standing Committee and as per the requirement of the publicity level, and exigencies of situation.
15. MCD 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 MCD directly to approved Newspapers/Magazines/FM/TV channels/inside metro panels, airports and outdoor advertisement 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.

The interested newspapers, Magazines, Radio, Television Channels, Airport and DMRC advertisement and other outdoor agencies, 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 2023-2024.

The rates shall be received in the office of the Directorate of P&I, MCD, Dr. SPM, Civic Centre A-Block, 5th Floor Delhi up to **15:00 hrs on 12.04.2023** 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 “ADVERTISEMENT RATES OF NEWSPAPER AND OTHER MEDIA EMPANELMENT WITH MCD” and indicating “NOT TO BE OPENED BEFORE 16:00 hrs on 12.03.2023.” Yours quotations should, therefore, be strictly as per the proforma enclosed.



Admin. Officer, P&I

**PARTICULARS AND TARIFF FOR PUBLICATION OF ADVERTISEMENTS OF
DELHI MUNICIPAL CORPORATION OF DELHI DURING 2023-2024**

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.

DELHI MUNICIPAL CORPORATION

PROFORMA FOR QUOTATION OF RATES (2023-2024)

TITLE OF PUBLICATIOIS: _____

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./C.B.C.
3. Certified copy of circulation issued by C.B.C./D.A.V.P as the case be.

It is certified that our newspaper has offered the most competitive rates to MCD and the rates offered to MCD 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/MCD/2023-24/D-436 dated 29.03.2023 inviting rates, empanelment and approval of tariff of advertisements for the year 2023-24 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
DELHI MUNICIPAL CORPORATION OF DELHI DURING (2023-2024)**

Title of the Outdoor Media _____

No of Sites _____

Sizes _____

DAVP rates/per sqft/per panel _____

Address of Advertisement Office _____

Name and Address of the Agency _____

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 :

- 4. Authorization letter of sole right from Media allotment agency.
- 5. Certified copy of rate card issued by CBC (DAVP).

It is certified that our newspaper has offered the most competitive rates to MCD and the rates offered to MCD 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/MCD/2023-24/D-436 dated 29.03.2023 inviting rates, empanelment and approval of tariff of advertisements for the year 2023-2024 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
DELHI MUNICIPAL CORPORATION OF DELHI DURING (2023-2024)**

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 ABC (DAVP).
2. Certified copy of listenership.

It is certified that our Radio Channel has offered the most competitive rates to MCD and the rates offered to MCD 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/MCD/2023-24/D-436 dated 29.03.2023 inviting rates, empanelment and approval of tariff of advertisements for the year 2023-2024 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 (2023-2024)

S. no.	Title of the FM Channel	Rate (per 10 second) Delhi Stations			
		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.
1.					

**PARTICULARS AND TARIFF FOR PUBLICATION OF ADVERTISEMENTS OF
DELHI MUNICIPAL CORPORATION OF DELHI DURING (2023-2024)**

Title of the T.V. Channel _____

Place of Broadcasting _____

Certified viewership _____ 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 Authorization letter from Media allotment agency.
2. Certified copy of the regularity of publication issued by the R.N.I./C.B.C.
3. Certified copy of circulation issued by C.B.C./D.A.V.P as the case be.

It is certified that our newspaper has offered the most competitive rates to MCD and the rates offered to MCD 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/MCD/2023-24/D-436 dated 29.03.2023 inviting rates, empanelment and approval of tariff of advertisements for the year 2023-2024 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 : _____