

DRAFT

D-522/DPI/MCD/2023-24

Dated 13/03/2024

Subject: RFP for Empanelment of Newspapers, Magazines, Radio, Television Channels, Bulk SMS, Voice Calls, Whatsapp messages, and others Outdoor advertisement agencies with their rates & tariffs for the financial Year-2025-26.

The Directorate of Press & Information is the Nodal Department responsible for disseminating information about initiatives, policies, and schemes of the Corporation to the public at large. It publishes public notices, tender advertisements, and other communication materials of various departments through newspapers, and also conducts public relations/awareness campaigns via FM radio/TV channels, bulk SMS/voice calls/WhatsApp messages, and other media channels.

The present panel of Newspapers, Magazines, Radio, Television Channels, and Outdoor Media agencies, along with their advertisement rates and tariffs for the financial year 2024-25, is valid until 31st March 2025. Therefore, the process of empanelment for fixing advertisement rates and tariffs for the financial year 2025-26, effective from 1st April 2025 is carried out.

The empanelment process is categorized into Eight Panels i.e (Panel-I and II) for Newspapers / Magazines offering DAVP Rates and Contract Rates special respectively, Panel- III for FM Radio Channels, Panel-IV for TV Channels, Panel –V for Outdoor Media and miscellaneous agencies , Panel- VI for SMS/Voice calls/WhatsApp messages. Newspapers/Magazines for digital advertisement in Panel –VII for Digital advertisements on Newspapers/Magazines' websites and News Channels and Apps, PANEL –VIII Cultural Performing Parties/Troupes of Drama, Nukkad-Natak, Dance-Drama, Composite Programmes, Folk and Traditional Recitals , Mythological Recitals, Puppetries etc.

Eligibility condition for empanelment under various categories shall be as follows ;

A. PANEL – I & II (NEWSPAPERS)

- (a) It must have been uninterruptedly and regularly under publication for minimum 24 months.
- (b) Newspaper should have a circulation of not less than 5,000 copies per publishing 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 2025-26 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 the recent report of 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

B. PANEL –III (FM Radio Channels)

- (i) FM radio Channels must be empanelled on DAVP/CBC.

C. PANEL –IV (TV Channel)

- (i) TV Channels must be empanelled on DAVP/CBC.

D. PANEL –V (Outdoor Media & Other advertising agencies)

- (i) Outdoor advertising agencies must be empanelled on DAVP/CBC

E. PANEL - VI (Bulk SMS/ Voice Calls/ Whatsapp messages /etc)

- (i) It should have a registration with TRAI as a telemarketer and must tie up with at least 3 Telecom Service Operators.
- (ii) It should be an entity incorporated in India
- (iii) It should have work experience of at least two years in Govt/PSU. Agency should have annual turnover of Rs 1 Crore for last two financial year i.e 2022-23 and 2023-24.
- (iv) It should comply with all laws of the land and have been not blacklisted by any govt. department.
- (v) It should have requisite infrastructure to send 2.5 lakh Whatsapp messages per day. (documentary proof required)
- (vi) Bidder should have minimum 5000 TPS with its own software and must have experience of delivering at least 1 Crore Bulk SMS in a single month for bulk SMS category. (Work-Order to be provided by the bidder)
- (vii) 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 voice call services.
- (viii) Agency which offer lowest rate will be selected.

F. PANEL -VII (Digital advertisements on Newspapers/Magazine's and News Channel Apps)

- (i) Digital version of Newspapers/Magazines/ TV Channels should offer DAVP rates for website and Apps.
- (ii) The websites and apps which are owned and operated by companies incorporated in India will be entitled to be empanelled.
- (iii) Digital version of Newspapers/Magazines/ TV Channels should quote separate rates for specific placement of the standard banner sizes on CPTI (Cost Per Thousand Impression) basis. Furthermore, the website should quote separate rates for TOP, BOTTOM and SIDE positions for each banner size for a) 728 X 90 Pixels, b)468 X 60 Pixels, c) 336 X 280 Pixels, d) 300 X 250 Pixels.
- (iv) The websites and apps should also quote rate for Fixed Banners (6 Hrs/24 Hrs) and also for Pop up.

G. PANEL –VIII (Cultural Performing Parties/Troupes of Drama, Nukkad-Natak, Dance-Drama, Composite Programmes, Folk and Traditional Recitals, puppetries etc.)

- (i) The agency must have prior experience of atleast three years in conducting Nukkad Natak (street plays) with a proven track record of successful performances in relevant social campaigns or events. (Work Orders required)
- (ii) It must be a registered agency (NGO, theatre group, cultural association, etc.) with valid legal status and registration. (Documentary Proof Required)
- (iii) It should have a proven track record of conducting successful street plays or similar performances.
- (iv) It should have demonstrated experience in handling sensitive social issues and delivering impactful messages through performances.
- (v) Provide details of the core team including actors, directors, and scriptwriters.

- (vi) The applicants shall have the knowledge of local dialects and local folk and traditional live art forms.
- (vii) Agency which offer DAVP rate or rate lowest than DAVP will be consider for selection.

The release to the empanel entities shall be subject to the following terms and conditions

- 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 2025-26 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, 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 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 be the Nodal Department for issuing advertisements on behalf of all the departments of the Municipal Corporation of Delhi. No other departments are authorized to issue advertisements directly to newspapers/FM Radio channels/ TV channels/SMS /WhatsApp/voice call/ Outdoor advertising media.
- 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 Newspapers/Radio/ channels or through any of its approved advertising agencies.
- xiv. The DAVP rates as and when revised by the DAVP shall be applicable to MCD for Delhi edition as well as All India Edition.
- xv. In case two or more agencies are empanelled for the same media, it will be sole discretion of Director (P&I) to either distribute the work with one or two or amongst all.
- xvi. Since, Directorate of Press & Information is the Nodal department for issuing advertisements on behalf of all departments of Corporation, no other departments is authorized to issue advertisement directly to Newspapers, Magazines, FM /TV Channels, or other Outdoor media agencies. Hence, Newspapers/ FM Channels/TV Channels, or other outdoor advertising

agencies must not receive any advertisement directly from any other department except Press & Information.

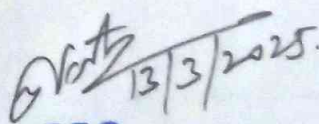
In addition to this, the following guidelines will be followed to reduce the expenditure on NITs by all Departments for release NITs;

(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 Directorate of Press & Information

(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.

Process to apply for empanelment.

1. The interested Newspapers, Magazines, Radio, TV channels, SMS /Voice calls, whatsapp messages, digital advertisements through websites and apps ,street play and other outdoor group services 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 2025-26.
2. The rates shall be received in the office of Director, Directorate of Press & Information, MCD, Dr. SPM, Civic Centre, A Block, 5" Floor up to 3.00.P.M on 27/3/25 and shall be opened same day i.e 27/3/25 at 4.00.P.M 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 4.00 PM on 27/3/2025.
3. 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.


DDO
Press & Information
Municipal Corporation of Delhi (Press & Information)
Dy Director