

# **PUBLIC RELATIONS DEPARTMENT**

## **GOVERNMENT OF HARYANA**

### **Print Media Advertisement Policy Guidelines-2007**

#### **1 (a) Directorate of Public Relations as nodal agency for advertising**

- The Directorate of Public Relations is the nodal agency of the Government of Haryana for advertising by various departments and organizations of Government of Haryana including public sector undertakings and autonomous bodies such as boards and corporations, local and urban bodies, universities, various commissions, authorities, societies constituted by government departments, trusts under the government, companies, apex cooperative institutions and other state government institutions and organisations etc. The Directorate of Public Relations may create an advertising agency/society for taking up various advertisement related works on professional lines. Directorate of Public Relations may utilise the agency commission or negotiated/mutually agreed percentage of commission or commission as per prevalent practice for improving the infrastructure in the Directorate apart from meeting expenditure of the society.

Directorate of Public Relations may empanel agencies for design, production and release of advertisements/programmes/campaigns on mutually agreed terms and conditions.

**(b) Objective of Advertising** - The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through newspapers and journals of current affairs, science, art, literature, sports, films, cultural affairs etc. and other print media publications such as magazines, tabloids, souvenirs, books and house journals including display banners etc.

**(c) Not to take into account political affiliation or editorial policies-** In releasing advertisements to newspapers/journals, the Directorate of Public Relations, Haryana does not take into account the political affiliation or editorial policies of newspapers/journals and other publications. However, Directorate of Public Relations, Haryana would avoid releasing advertisements to newspapers/journals, which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or violates the socially accepted norms of public decency and behaviour.

#### **2. Definition**

a) Government : Government means the Government of Haryana, in the Public Relations Department.

b) Policy Guidelines : Means the Advertisement Policy Guidelines-2007 of the Govt. of Haryana.

c) Advertisement : Means government advertisements of all public sector undertakings and autonomous bodies such as boards and corporations, local and urban bodies, universities, various commissions, authorities, societies constituted by government departments, trusts under the government, companies, apex cooperative institutions and other state government institutions and organisations etc. released through Public Relations Department or society/agency constituted for the purpose.

d) Daily Newspaper : Means a publication that circulates news and comments on current affairs and is published everyday and also includes bi-weeklies and tri-weeklies.

e) Periodical : Includes weekly, fortnightly, monthly, quarterly, half-yearly and annual publications.

f) Classified Advertisement : Advertisement which is published in a compact section of a newspaper, under specified heads, as opposed to the display advertisement and may include the following, namely :-

- (i) Situation vacant,
- (ii) Tender and auction notices, and
- (iii) Statutory notices and miscellaneous announcements.

*Note : If prominence is to be given to an advertisement, then classified advertisement would be published as display advertisement. This evokes good response and draws attention of the reader.*

g) Display Advertisement : Advertisement which has conspicuous display of contents and is

published run over the paper, as opposed to the classified advertisement and includes the following :-

- (i) Mass campaigns,
- (ii) Sales promotion,
- (iii) Event highlights,
- (iv) Major policies and programmes,
- (v) Announcements of new schemes,
- (vi) Socio-economic concerns.

Note : Any advertisement, keeping in view its importance, may be converted into display advertisement either by the client organisation or by the Public Relations Department.

h) Commercial Rate : Commercial rate category advertisements mean advertisements which are neither released on DAVP rates nor on DPR rates and are released on mutually agreed rates by the DPR and the publication.

i) DAVP Rates : Mean advertisements released on rates prescribed by Directorate of Audio Visual Publicity (DAVP), Government of India.

j) DPR Rates : Mean advertisements released on rates approved by Empanelment Advisory Committee in Public Relations Department.

k) Creation of Agency/  
Society - 'Samvad' : Samvad means an advertising agency/  
society to be created for taking up various advertisement related works on professional lines. The functions relating to advertising including release of advertisements may be carried out by an autonomous agency/society to be created by the department under the name and style of 'Samvad'.

### **3. Empanelment :**

Government advertisements are not intended to be financial assistance to newspapers/journals and other publications. Directorate of Public

Relations, Haryana maintains a list of newspapers/journals and other publications approved for release of advertisements by empanelling or registering newspapers/journals and other publications. Directorate of Public Relations, Haryana will empanel only such newspapers/journals and other publications as are required for achieving objectives of advertisements. Care is taken to empanel/register newspapers/journals and other publications having readership from different sections of the society in different parts of the State and also in specified cases having readership in different parts of the country. Some newspapers/journals/magazines circulated abroad may also be considered for specific purpose if otherwise it is in conformity with law.

#### **4. Payment of Advertisement Bills :**

The liability for making payment of advertisement bills is with the client department on whose behalf, either on their request or as decided by the government, the advertisement has been released. All departments shall pay for all type of advertisements within 90 days of issue of advertisement/submission of the advertisement bills. The Directorate of Public Relations, Haryana will intimate to all departments including public sector undertakings and autonomous bodies such as boards and corporations, local and urban bodies, universities, various commissions, authorities, societies constituted by government departments, trusts under the government, companies, apex cooperative institutions and other state government institutions and organisations etc. regarding release of advertisements through it. In respect of an advertisement, the approximate cost of the advertisement along with the media plan would be intimated by Directorate of Public Relations. In case of any dispute regarding payment, matter would be decided by the Public Relations Department, Haryana and its decision would be binding on the client department and publishing agency.

#### **5. Empanelment Advisory Committee (EAC) :**

There shall be an Empanelment Advisory Committee (EAC) for considering applications of newspapers/journals and other publications for being empanelled/registered for receiving advertisements under these guidelines. This Committee will also recommend the rate contract of such newspapers which do not have DAVP approved rates and which intend to be registered for release of advertisements by the Directorate of Public Relations, Haryana. Such rates will be termed as DPR rates. This Committee will be headed by the Additional Director, Public Relations, Haryana and will include Joint / Deputy Director (Press), Joint / Deputy Director (Advertisement) /Incharge, Advt. Section and Joint / Deputy Director (R&R) as members. The recommendations of the EAC accepted as such or modified by the DPR would be final.

#### **6. Prioritisation of Newspapers/Journals for empanelment :**

In pursuance of broad social objectives of advertising by the government and for ensuring fairness among various categories of

newspapers/journals, the EAC considers empanelment of newspapers/journals belonging to the following categories on priority basis apart from other newspapers having large circulation :

- a) Small and medium newspapers/journals
- b) Language newspapers and other publications.
- c) Newspapers/journals and other publications published from Haryana.
- d) Newspapers/journals and other publications published from Chandigarh/Punjab/Himachal Pradesh/Delhi etc. having circulation in Haryana or otherwise beneficial to the image of the state or catering to the targeted readership in special cases.

#### **7. Classifications of Newspapers/Publications :**

Newspapers/journals are classified into three categories, namely

- i) Small, with a circulation of up to 25,000 copies per publishing day.
- ii) Medium, between 25,001 and 75,000 copies per publishing day, and
- iii) Big, with a circulation of above 75,000 copies per publishing day.

#### **8 (a) Criteria for empanelment and empanelment schedule :**

All newspapers/journals seeking empanelment should comply with following:

- I. They should comply with the provisions of the Press & Registration of Books Act, 1867.
- II. It must have been uninterruptedly and regularly under publication for a period of not less than 36 months save as under :-
  - (a) To provide special encouragement for newspapers/publications in vernacular languages like Urdu, Sanskrit, Punjabi, Haryanvi or newspapers/publications published from Haryana or newspapers/publications published outside Haryana, but having circulation in the State and carrying news on Haryana besides promoting policies of the State, art and culture of Haryana, empanelment can be considered after six months of regular and uninterrupted publication;
  - (b) In order to tap the readership potential of mass circulated newspapers, with a circulation of one lakh and above, such newspapers be made eligible for empanelment after a period of one year of regular and uninterrupted publication. The circulation claim of such newspaper will be accepted only if certified by RNI or ABC.
- III. It should not have been disqualified in the last three years or should not be a defaulter of DAVP or the Directorate of Public Relations, Haryana.

- IV. The applicant should also furnish a copy of the Certificate of Registration issued by the RNI in the name of the publisher.
- V. The details of the paper like size, language, periodicity, print area and details of printing press etc. as asked for in empanelment form may be given.
- VI. Further it must be substantiated that the paper being published is of a reasonable standard. Reasonable standard, inter alia, means that -
- (a) The Print matter and photographs should be legible, neat, clear and without smudges, overwriting, and tampering.
  - (b) There should be no repetition of news items or articles from other issues.
  - (c) There should be no reproduction of news items or articles from other newspaper/journals and the source of news/articles should be mentioned.
  - (d) Masthead on its front page should carry the title of the newspaper, place, date and day of publication; it should also carry RNI Registration Number, volume & issue number, number of pages and price of newspaper/journal;
  - (e) The newspaper should carry imprint line as required under PRB Act;
  - (f) Inner pages must carry page number, title of the paper and date of publication. For multi-editions place of publication must be mentioned in inner pages also; and
  - (g) All the publications must carry editorial.

VII. Empanelment Schedule : Fresh applications for empanelment may be made on any working day. The application form and details of documents required for empanelment are in ANNEXURES-I & II.

VIII. The publisher must ensure that his/her publication fulfils all the norms laid down in the Policy Guidelines before applying for empanelment/rate renewal. The application form must be complete in all respects with supporting documents.

IX. The newspapers already empanelled with DAVP may apply to Directorate of Public Relations, Haryana alongwith copies of DAVP empanelment and rate contract. Empanelment Advisory Committee would consider such requests and rates applicable would be same as approved by DAVP.

X. Registration of newspapers/magazines for advertisements : For issuing advertisements on specific occasions, a list of newspapers may be drawn

by the department/EAC and such papers would be registered for select advertisements. Normally, Government advertisements are issued to empanelled newspapers, but on specific occasions, advertisements may be issued to the newspapers, which are not empanelled with DPR. The rates payable to these newspapers would be either DAVP rates, if applicable or DPR rates. For newspapers not having DAVP or DPR rates, basic minimum rates would be applicable. These newspapers would be termed as registered newspapers, which may be both empanelled and non-empanelled.

#### **9. Provisional Empanelment :**

Notwithstanding any of the provisions mentioned above, EAC will have discretion to grant provisional empanelment to a newspaper for a period of six months if the newspaper is otherwise found suitable for issue of Government advertisements. The rate payable to such newspapers would be the minimum basic rate as decided by EAC. Depending upon the publicity impact, this period can be further extended.

#### **10. Rate Contract :**

All empanelled newspapers, which are not having DAVP rates, will be asked to enter into a rate contract (DPR rates), which will be valid for a particular circulation and a period of 3 years (Annexure-III). However, a change in circulation can be effected based on the evidence as prescribed in the criterion for empanelment during the period of validity of the contract on the basis of CA/RNI/ABC/DPRO certificate, as applicable. However, in case of information regarding decrease in circulation from ABC/RNI, the decision of DPR will be final.

*Note : All empanelled publications must submit a copy of annual return of circulation submitted to RNI with receiving proof from RNI for the previous year, by 30th September every year, failing which the newspaper can be de-empanelled by the DPR.*

#### **11. Regularity :**

The applicant should have published the newspaper on at least 25 days in each month during preceding 12 months. Weeklies should have published 46 issues during the preceding year, fortnightlies 23 issues and monthlies 11 issues during the preceding year to be considered being brought out regularly.

#### **12. Empanelment of Fresh Editions :**

Newspapers/journals having established circulation of more than 75,000 copies per publishing day, as certified by Audit Bureau of Circulation (ABC) can seek empanelment of their fresh edition from a new place after having regular publication for preceding three months with same title, but in such cases empanelment of fresh editions will be only in the lowest slab of category of circulation. New Editions of small and medium newspapers

will also be empanelled similarly, but after having regular publication for preceding six months with the same title.

**13. Minimum Circulation for empanelment :**

A newspaper/journal should have a minimum paid circulation of not less than 1000 copies for being considered eligible for empanelment.

**14. Print Area :**

A newspaper/journal should have the following minimum print area :

| PERIODICITY                | PRINT AREA<br>NOT LESS THAN      |
|----------------------------|----------------------------------|
| Dailies                    | 1520 Std.Col.Cms./7600 Sq. Cms.  |
| Weeklies/<br>Fortnightlies | 700 Std.Col.Cms./3500 Sq.Cms.    |
| Monthlies                  | 960 Std. Col. Cms./ 4800 Sq.Cms. |

Exceptions may, however, be made by EAC in the case of newspapers/journals published in Sanskrit/Punjabi/Haryanvi/Urdu languages or newspapers/publications published from Haryana or newspapers/publications published outside Haryana, but having circulation in the State and carrying news on Haryana besides promoting policies of the State, art and culture of Haryana.

**15. Validation of Empanelment :**

The empanelment already granted by the Directorate of Public Relations, Haryana earlier will remain valid for the duration for which empanelment has been made.

**16. Authentication of Circulation :**

The applicant newspaper/journal should furnish authenticated figures of circulation of ABC, RNI/Cost Accountant/Statutory Auditor/Chartered Accountant as per the criteria below :

|               |   |
|---------------|---|
| Upto 25000    | Cost/Chartered Accountant/ Statutory Auditor Certificate in prescribed proforma/ABC Certificate.  |
| 25001 – 75000 | <b>Companies:</b> Statutory Auditor certificate in prescribed proforma/ABC certificate.<br><b>Individuals:</b> Chartered Accountant certificate in prescribed proforma/ABC certificate. |
| Above 75000   | ABC/RNI certificate   |

Directorate of Public Relations, Haryana will take average circulation for the preceding one year as certified by RNI/ABC/Statutory Auditor/CA certificate, whichever is less.

*Note 1 : The copies sold at more than 40% commission over the cover price of newspapers will not be taken into account for calculating DAVP/DPR rate.*

*Note 2 : RNI circulation certificate will be valid up to four years from the date of issue for the purpose.*

*Note 3 : A publication with circulation up to 25,000 need not submit RNI/ABC certificate.*

### **17. Checking of Circulation Figures :**

Directorate of Public Relations, Haryana reserves the right to have figures of circulation checked through its representatives or through RNI. However, there will be no circulation check for newspapers/journals or other publications with circulation upto 1,000 per issue.

### **18. Suspension and Recoveries :**

A newspaper will be suspended from empanelment by Directorate of Public Relations, Haryana with immediate effect if :

- a) found to have deliberately submitted false information regarding circulation or otherwise; or
- b) found to have discontinued its publication, changed its periodicity or its title or have become irregular or changed its premises/press without due intimation; or
- c) It has failed to submit its' Annual Return to the RNI or its' Annual Circulation Certificate from the prescribed agencies or
- d) Indulged in unethical practices or anti national activities as found by the Press Council of India or Govt. of Haryana or.
- e) Convicted by Court of Law for such activities
- f) It refuses to accept and carry an advertisement issued by Directorate of Public Relations, Haryana on behalf of the Departments of Government of Haryana, public sector undertakings and autonomous bodies on more than two occasions.

In such cases the paper will remain suspended for a period upto 12 months. Directorate of Public Relations, Haryana will effect recovery of any payments made in the past from the publisher in the case of (a), (b) & (c) above. The publisher should deposit within 60 days from the date of issue of Demand Letter for recovery by Directorate of Public Relations, Haryana failing which paper will be discontinued with immediate effect without any further notice and recovery will be realized from the bills/payments pending with Directorate of Public Relations, Haryana, if any. Till the recovery is made, no advertisement will be issued.

Provided that Directorate of Public Relations, Haryana shall not issue any order of suspension without giving a reasonable opportunity to the concerned newspaper in cases covered by (a), (b), (c) & (f) above.

## **19. Advertising Rate**

The Directorate of Public Relations, Haryana will accept the rates approved by the DAVP, Government of India for release of regular advertisements to any empanelled newspaper/journal or other publication. However, if any newspaper does not have DAVP approved rates, the Directorate of Public Relations, Haryana may consider releasing regular advertisements at DPR approved rates. These rates will be related to circulation of a newspaper and will apply uniformly to all such newspapers. Such newspapers will enter into rate contract with Directorate of Public Relations, Haryana accepting the Directorate of Public Relations, Haryana rates and other terms and conditions as laid down from time to time to ensure publication of advertisements released by it.

## **20. Submission of advertisement bills :**

Every newspaper will be obliged to submit its advertisement bills, complete in all respect, and supported with relevant documents, within 30 days of the publication of the advertisement. Directorate of Public Relations, Haryana will make every effort to get payment released by the client departments of the advertisement bills within 60 days of receipt of bills.

## **21. Payment of Advertisement bills :**

- (a) The client department will directly release payment of advertisement bills to the newspaper/publication.
- (b) DPR will issue Release Order to the newspapers for the publication of advertisements. A copy of the Release Order will also be sent to the client advertiser, providing all the relevant information like the name of the newspaper/publication to which the advertisement has been released, space, date of publication as well as advertisement rates of newspapers/publications so as to enable the client department to make payment to the newspapers accordingly.

## **22. Supply of Newspapers to client advertisers :**

- (a) Every newspaper will be obliged to send one copy each of the newspaper on their own carrying advertisements issued through Directorate of Public Relations, Haryana to the client at the address mentioned in the Release Order and also to Directorate of Public Relations, failing which payment for the advertisement may not be considered. In addition, Directorate of Public Relations, Haryana may ask for regular supply of specimen copies of any empanelled publication for period considered necessary.
- (b) Newspapers have to inform Directorate of Public Relations, Haryana within 48 hours, if they have not been able to publish the advertisement on the due date.

## **23. Translation of Advertisement Text :**

If any newspaper would publish any advertisement, if not otherwise asked, in a language other than the language in which it is published, the client department is not liable to make any payment for publication of the advertisement or the client advertiser reserves the right to make a deduction of 10% from the advertisement bill, if otherwise satisfied. It shall be the responsibility of the publisher/newspaper to correctly translate the advertisement text. In case of any doubt, the Public Relations Department may be consulted, but for wrong/incorrect/misleading translation, deduction may be imposed by DPR and his decision would be final.

**24. Publication of advertisement without Release Order :**

No newspaper will publish advertisement released through Directorate of Public Relations, Haryana without receipt of the relevant Release Order. Request for a duplicate Release Order by publications will be entertained on merits and on case to case basis.

**25. Date of Publication of advertisement :**

The newspaper will be obliged to strictly adhere to the date of publication of advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order, unless intimated otherwise, will not be regularised with revalidation of Release Order and no payment will be made in such cases. However, DPR may allow post-dated Release Order keeping in view merit of the case and regularise them on case to case basis.

**26. Display Advertisements :**

- (i) The Directorate of Public Relations, while acting as a nodal agency for releasing advertisements (classified, display, commercial or other), would not only perform professional works such as selection of newspapers/periodicals, space booking and placement of advertisement etc., but its decision regarding release of such advertisement to any newspaper/periodical would also be final.
- (ii) The client advertiser should send its request well in advance to get the advertisement published in time as per its requirement. (In normal course one week in advance and for emergent cases three days in advance).
- (iii) The content and design of any advertisement would be the exclusive concern of the client advertiser, to which the advertisement relates. However, DPR has full authority to re-design and re-phrase the contents without harming the message and objective of the advertisement.
- (iv) The Directorate of Public Relations, Haryana, on its own and also on the request received from various departments and organizations of Government of Haryana including public sector undertakings and autonomous bodies such as boards and

corporations, local and urban bodies, universities, various commissions, authorities, societies constituted by government departments, trusts under the government, companies, apex cooperative institutions and other state government institutions and organisations etc., would release display advertisements on various important occasions like Independence Day, Republic Day, Haryana Day, death or birth anniversary of prominent national and State leaders, festivals and other important occasions/events to educate the masses not only about their ideology, but also the policies, programmes and achievements of the State Government.

- (v) Display advertisements will also be released in furtherance of various publicity campaigns launched in the State from time to time for educating the masses about policies, programmes and achievements of the State Government.
- (vi) Display advertisements may also be released on other important occasions like inauguration or foundation stone laying ceremonies of various projects.
- (vii) Display advertisements may also carry the appeal/message of H.E. the President of India, Prime Minister, the Governor, the Chief Minister, Minister or any other dignitary holding any Government office or person relevant to the occasion. The relevant person may be the person who has been invited to preside over the function, inaugurate the function/project or to lay the foundation stone of the project or the function/project has been organised in the name or memory of such person.
- (viii) The display advertisements, which in one way or the other, highlight programmes, policies, vision and achievements of the State, the visuals or photographs of any appropriate/relevant national/State leader or any other prominent personality, whose ideals and life-sketch suits the occasion, may also be used. The prominent personality here may be any role model in public life. The basic objective of using the photographs/sketch or symbol of any such prominent personality would be :
  - (a) to give effect and wider acceptability to the message carried through these advertisements;
  - (b) to generate feeling of participation in the democratic process amongst all sections of the society; and
  - (c) to motivate and inspire the younger generation and to make them feel proud of the history of the country, to feel proud of our leaders/trendsetters and to cherish the ideals set forth by them.

## **27. Selection of Newspapers :**

As soon as requisitions for release of advertisements are received from various departments and organizations of Government of Haryana including public sector undertakings and autonomous bodies such as boards and corporations, local and urban bodies, universities, various commissions, authorities, societies constituted by government departments, trusts under the government, companies, apex cooperative institutions and other state government institutions and organisations etc., Directorate of Public Relations, Haryana will prepare a suitable media list keeping in view the content, the target audience or the advertisement and availability of funds after consideration of the recommendations of the client. (Annexure-IV)

## **28. Release of Display Advertisements**

Directorate of Public Relations, Haryana will make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific. While releasing display advertisements, Directorate of Public Relations, Haryana will ensure that a balance is maintained between various categories of newspapers taking into account circulation, language, coverage area etc. For this purpose, the suggested distribution of advertisements in terms of volume, will be as under :-

| <b>Category</b> | <b>Ceiling ( in Rupee terms )</b> |
|-----------------|-----------------------------------|
| Small           | not less than 10%                 |
| Medium          | not less than 30%                 |
| Big             | not more than 60%                 |
| English         | 35% Approx.                       |
| Hindi           | 60% Approx.                       |
| Other Languages | 05% Approx.                       |

The above norms are indicative and efforts should be made to adhere to in the overall media strategy of the department to ensure maximum coverage at optimum cost. However, in specific cases where a Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order on case to case basis. Directorate of Public Relations, Haryana shall bring all such deviations to the notice of the Government of Haryana for information and necessary action.

## **29. Release of advertisements on Commercial Card/Offered Rates**

In normal course, the Directorate of Public Relations would release regular advertisements to any publication on DAVP/DPR rates. However, on request of the client advertiser and keeping in view the publicity impact of the publication, the advertisement may be released on its card/offered rates also. The Directorate, keeping in view the publicity impact, may also

release advertisements on commercial card/offered rates/mutually agreed rates for the special supplement brought out by any publication/newspaper.

**30. Release of advertisements to magazines :**

The Public Relations Department, Haryana would release advertisements for any regular issue or in special supplement brought out by any newspaper, periodical or magazine on DAVP/DPR rates, which will be based on the circulation of any publication (Annexure-V & VI). The Directorate, keeping in view the publicity impact, may also release advertisements on commercial card/offered rates/mutually agreed rates for the special supplement brought out by any publication/newspaper.

**31. DPR Discount on Display Advertisements**

A 15% discount would be applicable to all publications on display advertisements released by Public Relations Department, Haryana or its agency where agency commission is not being paid to the society created by the department.

.....

**ANNEXURE-I**

**PUBLIC RELATIONS & CULTURAL AFFAIRS DEPARTMENT**

**GOVERNMENT OF HARYANA**

**CHANDIGARH**

**APPLICATION FORM FOR FRESH EMPANELMENT**

- (1) Name of the newspaper/magazine (in block letters) : \_\_\_\_\_  
(a) Date of first publication : \_\_\_\_\_  
(b) RNI Registration No. : \_\_\_\_\_  
(2) Complete Address (in block letters) : \_\_\_\_\_  
(3) Phone : \_\_\_\_\_  
(4) FAX : \_\_\_\_\_  
(5) Complete E-mail address : \_\_\_\_\_

- (6) (a) Place of publication : \_\_\_\_\_
- (6) (b) State : \_\_\_\_\_
- (7) Language : \_\_\_\_\_
- (8) Periodicity : \_\_\_\_\_
- (9) No. of Pages : \_\_\_\_\_
- (10) No. of Columns per page : \_\_\_\_\_
- (11) Column width : \_\_\_\_\_
- (12) Size of the paper : Length\_\_\_\_\_cms. Width\_\_\_\_\_cms.
- (13) Actual Print Area per page : Length\_\_cms. Width\_\_cms.  
 Total\_\_\_\_sq.cms  
 Total Print Area of the newspaper \_\_\_\_\_sq.cms.
- (14) Name of the publisher \_\_\_\_\_  
 Father's/Husband's Name \_\_\_\_\_
- (15) Name of the Printer \_\_\_\_\_  
 Father's/Husband's Name \_\_\_\_\_
- (16) Name of the Editor \_\_\_\_\_  
 Father's/Husband's Name \_\_\_\_\_
- (17) Name of owner \_\_\_\_\_  
 Father's Name (If owned by Company/  
 Firm/Trust, not required) \_\_\_\_\_
- (18) Quality of paper used (pl.tick) : Standard Newsprint / Glazed / LWC
- (19) Details of Printing Press :  
 Name of Press \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_
- (20) Please tick process of printing : 1.Offset 2. Letter  
 Press
- (21) Price of Newspaper Rs.\_\_\_\_\_ paise\_\_\_\_\_
- (22) Minimum current Advt.Card Rate : A. Sq.cm.(B/W) B. Full Page  
 (B/W)

(Col.)

(23) Last DAVP Rate (if any) \_\_\_\_\_

(24) Actual No. of publishing day in the year \_\_\_\_\_  
 (previous financial year from the date of applying  
 for the empanelment)

(25) No. of declared holiday (in the year \_\_\_\_\_) : \_\_\_\_\_  
 (previous financial year) (for dailies)

(26) Weekly holiday, if any (for dailies) : \_\_\_\_\_

(27) Details of the Chandigarh representative, if any :

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone No. \_\_\_\_\_

FAX \_\_\_\_\_

E-mail address \_\_\_\_\_

(28) Details of Bank Account Payable at \_\_\_\_\_

MICR \_\_\_\_\_

Bank Name \_\_\_\_\_

Branch Name \_\_\_\_\_

Ledger Folio \_\_\_\_\_

Account No. \_\_\_\_\_

Account Type \_\_\_\_\_

(29) PAN Card No. (if allotted) \_\_\_\_\_

(30) Please give details of other publications of same owner or publisher.

| Title | Language | Periodicity | Place of Publication | DAVP Code<br>(if empanelled) |
|-------|----------|-------------|----------------------|------------------------------|
|-------|----------|-------------|----------------------|------------------------------|

- 1.
- 2.
- 3.
- 4.

5.

(31) I have submitted the following documents :

- i) R.N.I. Registration Certificate :
- ii) Average circulation for the period  
\_\_\_\_\_ Circulation\_\_\_\_\_ attached\_\_\_\_\_
- iii) Average per publishing day circulation for the financial year \_\_\_\_\_  
as per CA Certificate with membership No.\_\_\_\_\_
- iv) Copy of Annual Return to RNI attached (year \_\_\_\_\_)
- v) Issues to be submitted for rate renewal :  
Weeklies/Fortnightlies - Latest issues  
Monthlies & others - Latest issues

I affirm that all the information given by me is true and nothing has been concealed.

Place : Signature of Publisher/Authorised Person

Date : (with date & office seal)

Full Name of Publisher/Authorised Person

(in Block Letters)

## **ANNEXURE-II**

Documents required for empanelment with Directorate of Public Relations,  
Haryana :

1. RNI registration Certificate Number.
2. Evidence for Circulation (Chartered Accountant Certificate/Cost Accountant Certificate/Statutory Auditor Certificate/ABC certificate, as applicable).
3. Copy of the annual return submitted to RNI.
4. A daily newspaper should furnish issues of first one month of the year of their publication along with issues of the 18th month and 35th month of their publication and weeklies & fortnightlies must furnish issues of preceding six months and monthlies should furnish latest 12 months issues. Daily Publications more than 3 years old and not previously empanelled with Directorate of Public Relations, Haryana will furnish the relevant copies starting with the previous 3 years in the same manner as above.
5. Three copies of the rate card.
6. Photocopy of the Permanent Account Number (issued by Department of Income Tax).

### **ANNEXURE-III**

#### **Structure for Rate Contract for Newspapers/periodicals (effective from January 1, 2008)**

**I) Newspapers not having DAVP rates, but empanelled by the department and fulfilling empanelment criteria :**

|   |                     |
|---|---------------------|
| Newspapers with circulation upto 5,000                | Rs.4.50 per sq.cm.  |
| Newspapers with circulation upto 25,000               | Rs.7.50 per sq.cm.  |
| Newspapers with circulation between 25,000 and 75,000 | Rs.12.50 per sq.cm. |
| Newspapers with circulation above 75,000              | Rs.15.00 per sq.cm. |
| Colour charges  | 40% extra           |

*Note : These rates will be applicable for the publications which do not have DAVP approved rates. These rates may be revised as and when required.*

*ii) The Advertisements will be released on the above mentioned rates or the card/offered rate of the publication, whichever is less. However, keeping in view the publicity impact of any particular publication, the Empanelment Advisory Committee (EAC) may recommend even higher rates for any special supplement.*

**II) Provisional empanelment cases :**

Newspapers not fulfilling empanelment criteria, but otherwise found suitable for issuing of Government advertisements (No minimum time limit of publication, but normally three months of minimum publication period is to be taken for assessing suitability)

Rs.4.50 per sq.cm.  
(Basic minimum rate)

*Note : Above rates are suggestive in the beginning and EAC may recommend rates on case to case basis also keeping in view the publicity impact.*

**Annexure-IV**

**Criteria for selection of newspapers**

While making selection of newspapers for the release of advertisements, DPR shall consider the recommendations of the client advertiser regarding their preference of newspapers and number of newspapers in which advertisement is to be published. However, the decision of the PR Department in this regard would be final.

The selection of newspapers would be made by the PR Department keeping in view the following points:-

A. Type of Advertisement

Whether it is :-

i) *Classified/Display :*

The space booking and placement of advertisement will be decided by the PR Department on the basis of type of advertisement i.e. whether the advertisement is classified or display. The space booking and placement of advertisement will also depend upon the nature of the subject matter of the advertisement. The recommendation of the client advertiser would also be taken into consideration for space booking and placement of advertisements on particular page and issue of the newspaper, date of publication and specifications about the publication of advertisement, but any decision of the PR Department in this regard would be final.

B. *Target Readers :*

While deciding about the selection of newspapers, the target readers - to whom the client advertiser wants to reach through its advertisement - would also be taken into account.

C. *Subject Matter of the Advertisement*

Whether it is :-

- i) Public Notice;
- ii) Tender Notice;
- iii) Product/Promotional Advertisement
- iv) Any other type of advertisements : Admission Notice, recruitment etc.

C. i) *Selection of newspapers in case of Public Notice* - In normal course, any public notice shall be got published in atleast three newspapers. Atleast one should be small/medium newspaper with local/regional edition.

C. ii) *Tender Notice* - If the subject matter of the advertisement is a tender notice, then the PR Department, while taking into consideration the recommendation of the client advertiser, would release the tender notice advertisements on following criteria :-

- a) If the cost/value of the tender notice is below Rs.5 lakh, it would be released to minimum two newspapers - atleast one small/medium newspaper with local/regional edition.
- b) If the cost/value of the tender notice is between Rs.5 lakh and Rs.20 lakh, it would be released to atleast three newspapers- atleast one small/medium newspaper with local/regional edition.

- c) If the cost/value of the tender notice is between Rs.20 lakh and Rs.50 lakh, it would be released to atleast four newspapers- atleast two small/medium newspapers with their local/regional editions.
- d) If the cost/value of the tender notice is between Rs.50 lakh and Rs.one crore, it would be released to atleast five newspapers- two small/medium newspapers with their local/regional editions.
- e) If the cost/value of the tender notice is more than Rs.one crore, it would be released to atleast six newspapers - atleast two small/medium newspapers with their local/regional editions.
- f) If the cost/value of the tender notice is more than Rs.5 crore, it would be released in more than six newspapers - small/medium/large with their local/regional/national editions and regional/national newspapers should be multi-editions.
- g) If the cost/value of the tender notice is Rs.50 crore and above, it would be treated as global tender and apart from the above mentioned criteria for release of tender notice, it will be released in atleast one of such publications which has global circulation.

In case the client department requests for the publication of its tender notice in newspapers more than as mentioned in the above criteria, then it would be evaluated by the PR Department on case to case basis and may be released accordingly.

C.iii) *Product/Promotional Advertisement* - The product and promotional advertisements would be released as per the request/recommendation of the client advertisers. In case no recommendation is made by the client advertiser, then the selection of newspapers and their number would be made keeping in view the subject matter and target readers and the decision of the DPR shall be final.

C.iv) *Any other type of advertisements : Admission Notice, recruitment etc.* - The admission notice, recruitment advertisement and any other kind of advertisement would be released to the number of newspapers as requested by the client advertiser. However, the decision of PR Department would be final in this regard.

D. *Economy with wider circulation :*

While deciding about the selection of any newspaper for publication of any advertisement, economy with wider publicity will be used as a rider by the PR Department.

*Note : The above criteria is suggestive and EAC has full descretion to select the newspapers.*

## ANNEXURE-V

### Rate Structure for Magazines (effective from January 1, 2008)

| <u>Circulation</u>                               | <u>Rate</u>                              | <u>Remarks</u>   |
|--|--|--|
| Circulation upto 10,000                          | Rs.5,000 per page                        | ---  |
| Circulation between 10,000 and 20,000            | Rs.10,000 per page                       | ---  |
| Circulation between 20,000 and 50,000            | Rs.20,000 per page                       | ---  |
| Circulation above 50,000, but less than one lakh | Rs.50,000 per page                       | This rate is applicable only to those reputed magazines having national coverage as well as circulation. |
| Circulation above 1,00,000                       | Rs.1,00,000 per page                     | This rate is applicable only to those reputed magazines having national coverage as well as circulation. |
| Front page advertisement                         | 150% extra                               | ---  |
| Back cover page advertisement                    | 100% extra                               | ---  |
| Front or Back inside page advertisement          | 50% extra                                | ---  |
| Centrespread advertisement                       | Charges of 2 pages + 50% extra per page. | ---  |
| Colour charges                                   | 40% extra                                | ---  |

Note : These rates will be applicable for the publications which do not have DAVP approved rates. These rates may be revised as and when required.

2) The Advertisements will be released on the above mentioned rates or the card/offered rate of the publication, whichever is less. However, keeping in view the publicity impact of any particular publication, the Empanelment Advisory Committee (EAC) may recommend even higher rates for any special supplement.

## ANNEXURE-VI

### Rate Structure for Souvenirs (effective from January 1, 2008)

#### **Category-A : National Level**

Ordinary Page Rs.30000-50000

#### **Category-B : State Level**

Ordinary Page Rs.10000-30000

#### **Category-C : District Level/Local/General (level not specified)**

Ordinary Page Rs.5000-10000

Front page advertisement 75% extra

Back cover page advertisement 50% extra

Front or Back inside page advertisement 40% extra

Centrespread advertisement Charges of 2 pages + 25% extra.

Colour charges 40% extra

Note : These rates will be applicable for the publications which do not have DAVP approved rates. These rates may be revised as and when required.

2) The Advertisements will be released on the above mentioned rates or the card/offered rate of the publication, whichever is less. However, keeping in view the publicity impact of any particular publication, the Empanelment Advisory Committee (EAC) may recommend even higher rates for any special issue of the souvenir for consideration of the Government.

