

Government of India
Ministry of Information and Broadcasting
Directorate of Advertising and Visual Publicity

F. No Dir (NM)/EAC/Websites/2014/New Media

01/06/2016

Subject: Policy Guidelines for Empanelment and Rate Fixation for Central Govt Advertisements on Websites reg:

In pursuance of the M/o I&B's OM no 1/45/2011-MUC dated 24th May 2016, the Policy Guidelines for Empanelment and Rate Fixation for Central Govt Advertisements on Websites are being notified. It may be noted that the applications from websites seeking empanelment would be invited separately and the websites seeking DAVP empanelment are advised to check DAVP website from time to time for the notification regarding the same.

2. Hindi version will follow.
3. This issues with the approval of the Competent Authority.



(Anindya Sengupta)

Director

Policy Guidelines and Criteria for Empanelment and Rate Fixation for Central Govt Advertisements on Websites

1. Nodal Agency

DAVP shall be the nodal agency for all Central Govt Ministries / Departments for advertising through DAVP-empanelled internet websites. All releases of such advertisements shall be through DAVP. However, autonomous bodies / PSUs, can if they so wish release advertisements directly, but at DAVP rates to websites empanelled with DAVP.

2. Criteria for Eligibility

i. The website must be at least **ONE** year old and must be continuously in operation under the same name (website address) for minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with DAVP.

ii. The website must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) as indicated in Para 3 (ii) below.

iii. The website must report their average monthly Unique User (UU) count of last six months, duly certified by the website's auditors. DAVP will cross-check the UU data submitted by the website through an internationally accepted and credible third-party tool that monitors website traffic in India.

iv. The website must run Govt advertisements through a Third-Party-Ad-Server (3-PAS) engaged by DAVP for providing all relevant reports linked with online billing and will be used for verification of bills for payment.

v. Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, websites owned by foreign companies / origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para 2 (i) in the case of an Indian website.

- vi. This bid is open to only non-government websites. Government websites will be empanelled if they accept the rates offered to other similar category websites and Ad properties by DAVP, provided the number of unique users is as per the criteria for that category.
- vii. Different websites belonging to one company / group can be empanelled, provided they separately / individually fulfill the UU count criteria. In other words, **NO** bunching / adding of UU count of the different websites of one group / company would be permitted. Also, such websites will be required to submit separate applications for each website.
- viii. DAVP reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national / obscene / indecent / anti-social / violative of communal harmony and national integrity etc., or deemed objectionable in any form as determined by the competent Committee, or if the website acts in violation of the extant Cyber Laws of India.
- ix. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.
- x. DAVP advertisements / messages, released on behalf of Central Govt Ministries and Departments, must be displayed prominently for maximum viewership and to obtain the stipulated Click Through Rate (CTR).

3. COMMERCIAL BID

- i. DAVP shall publish **standard size web banners** on the websites and the **standard video Ads (rates will be in multiples of 5 seconds)**. DAVP will offer rates to websites for standard banner ads on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server engaged by DAVP for payment purposes. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30

per cent in the billed amount. CTR of less than 0.1 per Release Order will invite deduction of 50 per cent in the billed amount. The rates shall be determined based on process detailed in Para 3 (ii) below. DAVP reserves the right to further reduce the L-1 rates discovered through financial bids, if such a need is felt. Decision of DG, DAVP in this regard shall be final and binding on all applicants.

ii. For the discovery of specific rates, the websites will be categorized into Category A, B and C, depending on their monthly Unique User count.

Minimum Unique User qualification count for each Category shall be:

Category	Unique Users Per Month (Average of last six months from within India)
A	5 Million (50 lakh) and above
B	2 Million (20 lakh) to less than 5 million
C	0.25 Million (2.5 lakh) to less than 2 million

iii. The website should quote separate rates for the different ad properties (as given in Performa at **Annexure A**) as per the respective Category that they fall in.

A. Standard Banners:

Rates are to be quoted in Rs. for following banner sizes on Cost Per Thousand Impression (CPTI) basis:

- a. Banner size 300 X 250 Pixels
- b. Banner size 728 x 90 Pixels

B. Video Ads:

The applicants have to quote rates in Rs. per five seconds for the video Ads.

C. Fixed Banner / Property on Home Page:

DAVP will also release advertisements on the basis of “Fixed Property”, only on first scroll of Home Page of a website, with minimum display size of 300X250

pixels. The rates for the fixed property, which shall be visible to all visitors to a website in a specified time-frame, will have to be quoted separately on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) / window basis, as well as for 24 hours.

D. Fixed Video Ads on Home Page:

DAVP will also release advertisements on the basis of “Fixed Video Ads”, only on first scroll of Home Page of a website. The rates for the fixed video ads, which shall be visible to all visitors to a website for one or more days as per requirement, will have to be quoted for 24 hour slot.

iv. The lowest rate for a particular ad property quoted in a particular Category shall be the base rate for that ad property in the respective Category.

v. To avoid multiplicity of panels, the panel for banner and video ad in each category (namely A, B and C) shall be formed on the basis of quotations obtained for the standard 300X250 pixel size only. In addition, L1 websites for 728X90 pixel size and Video Ads respectively shall also be empanelled in each category, and the L1 rates obtained for these shall be offered to the websites in the panel formed on the basis of quotations obtained for 300X250 pixel size.

vi. The minimum base rate quoted in a category for the 300X250 pixel banner ad would be offered first to 75% of the applicant websites in that category found eligible on the basis of minimum UU data, who quoted the next lowest rate for the 300 x 250 Pixels standard banner. In case, some websites do not accept the minimum rate in a category, other qualified websites in the category (equal to the shortfall from the target of 75% of the eligible websites in a category) would be offered the rate based on the principle of “first offer to the lowest rate offering website”.

vii. The panel for the six-hour slot fixed property shall be separate from the banner ad panel, and shall be formed on the basis of first offer to 75% of lowest quotations obtained in each category for the 6 pm to 12 midnight slot of six hours. In addition, L1 website each for 12 mid-night to 6 am, 6 am to 12 noon and 12 noon to 6 pm slots respectively shall also be empanelled in the fixed property panel, and the L1 rates obtained for these shall be offered to the websites in the

fixed property panel formed on the basis of quotations obtained for 6 pm to 12 mid-night slot.

viii. The panel for the 24 hour fixed banner property shall be separate, and shall be formed on the basis of first offer to 75 % of lowest quotations obtained in each Category. The panel for the 24 hour fixed video ad shall also be separate, and shall be formed on the basis of first offer to 75 % of lowest quotations obtained in each Category.

ix. DAVP reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category or websites have cartelised and have quoted the same rate for a particular category.

x. All rates quoted will be net rates. However, applicable Service Tax shall be paid by DAVP.

xi. The website will have to submit bills ONLINE and also PHYSICAL bills within 15 days from the last day of the Release Order, along with campaign report that will mention the number of impressions generated and the CTR.

xii. DAVP-empanelled websites will place all DAVP released advertisements only through the Third-Party-Ad-Server (3-PAS) engaged by DAVP. However, in case of DAVP deciding to accept reports from a third-party server engaged by the empanelled websites for recorded reasons, DAVP will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the website only. The reports, however, will still have to be generated and submitted as mentioned in Para (xi) above as the same will be required to verify the campaign credentials and processing of bills.

xiii. It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government.

xiv. There will be no change in rates once offered to and accepted by an empanelled website for the entire period of empanelment.

xv. Websites that bid shall ensure that the rates quoted are all inclusive and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period.

xvi. The cost of all technical requirements, such as adapting the design format provided by DAVP to the website's format, shall be borne by the website.

4. OTHER TERMS AND CONDITIONS

i. Websites applying for empanelment will submit a notarized certificate under name, signature and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of DAVP empanelment as well as the decision of DAVP regarding their empanelment. In case, the information submitted by the websites is found to be false / incorrect in any manner, the website can be suspended and / or debarred from empanelment or applying for empanelment for next three years.

ii. Empanelment and advertisement rates finalised shall be valid for two years. The window for applications for the next panel will be opened from Dec 01 to 31 of the previous year for the panel that will come into effect from April 01 of the following year. For example, the window for the panel that will come into effect from April 01, 2018 shall be opened from Dec 01 to 31, 2017. The first panel under these Guidelines shall be valid till March 31, 2018.

iii. Window for considering fresh applications under the first panel, as well as for giving another chance to websites that had applied earlier but got rejected as they could not make it to the cut-off of 75 % eligible applicants based on lowest rate, shall be opened from December 01 to 31 2016, provided they fulfill the UU criteria for respective categories and are willing to work on the rates fixed for two years. Such websites will join the panel w.e.f. April 01, 2017.

iv. The Unique User Data of each of the empanelled websites will be reviewed in first week of April every year by DAVP and accordingly, upwards / downwards revision of category (with corresponding rates) will be considered. DG, DAVP's decision will be final in this regard.

v. An empanelled website may be debarred from Govt ads from DAVP, for the remaining period of its empanelment, if it refuses to accept and carry advertisements issued by DAVP on behalf of the Ministries / Departments of Govt of India, PSUs and Autonomous Bodies.

vi. Notwithstanding any of the provisions mentioned above for empanelment of websites and their rates and other terms and conditions, in case of any disagreement etc., decision of DG, DAVP shall be final.

5. DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION:

- i. Document in support of Para 2 (i).
- ii. Unique User Count for last six months exactly preceding the month of application for empanelment, duly certified by the website's Auditors {Para 2 (ii)}.
- iii. Certificate of Incorporation {Para 2 (v)}.
- iv. Rates in the financial bid-proforma (Annexure-A).
- v. Undertaking in the form of a certificate Para 4 (i) and acceptance to run campaigns and provide desired reports through DAVP-authorized server.
- vi. Draft of Rs. 5,000/- per application per website in the name of Accounts Officer, DAVP as processing fee (non-refundable).

Annexure-A

Annexure-A		
Category A (Large)	5 Million and above Unique Users per month	
	Property	Rate (in Rs.)
	300 X 250 Pixels Banner Ad	
	728 X 90 Pixels Banner	
	Fixed Slot (6 pm to 12 mid-night)	
	Fixed Slot (12 mid-night to 6 am)	
	Fixed Slot (6 am to 12 noon)	
	Fixed slot (12 noon to 6 pm)	
	Fixed Slot (24 hours)	
	Video Ads	Rate in Rs. (per 5 seconds)
Fixed Video Ads (24 hour slot)	Rate in Rs. (per 5 seconds)	
Category B (Medium)	2 Million to less than 5 Million Unique Users per month	
	Property	Rate (in Rs.)
	300 X 250 Pixels Banner Ad	
	728 X 90 Pixels Banner Ad	
	Fixed Slot (6 pm to 12 mid-night)	
	Fixed Slot (12 mid-night to 6 am)	
	Fixed Slot (6 am to 12 noon)	
	Fixed slot (12 noon to 6 pm)	
	Fixed Slot (24 hours)	
	Video Ads	Rate in Rs. (per 5 seconds)
Fixed Video Ads (24 hour slot)	Rate in Rs. (per 5 seconds)	
Category C (Small)	0.25 Million to less than 2 Million Unique Users per month	
	Property	Rate (in Rs.)
	300 X 250 Pixels Banner Ad	
	728 X 90 Pixels Banner Ad	
	Fixed Slot (6 pm to 12 mid-night)	
	Fixed Slot (12 mid-night to 6 am)	
	Fixed Slot (6 am to 12 noon)	
	Fixed slot (12 noon to 6 pm)	
	Fixed Slot (24 hours)	
	Video Ads	Rate in Rs. (per 5 seconds)
Fixed Video Ads (24 hour slot)	Rate in Rs. (per 5 seconds)	