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Skip to main content | Accessibility Options | Screen Reader | हिन्दी में | A- | A | A+ |



**Home**  
Electronic/New Media

**About Us**

**Clients**

Outdoor Publicity

**Empanelled Agencies**

Personal Media

**Newspapers**

Printed Publicity

PRINT BACK HOME

## MINISTRY OF INFORMATION & BROADCASTING

### DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

S.No	Chapter	Clause No.
1	Preamble	1-4
2	Procedure for Empanelment of Publications	5-7
3	Criterion	8-12
4	Regularity	13-14
5	Rate Contract & Its Renewal	15
6	Advertising Rate	16-17
7	Release of Advertisements	18-19
8	Payment and Adjustment of Bills	20-24
9	Suspension and Recoveries:	25
10	Documents required for empanelment/ rate renewal.	Annexure

## The Print Media Advertisement Policy of the Government of India - 2016 with effect from 07/06/2016

### Preamble

**Clause-1:** The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency of the Government of India for advertising on behalf of various Ministries/ Departments and PSUs/ Autonomous organizations which are funded by the Government of India. 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 as well as Science, Art, Literature, Sports, Films, Cultural Affairs etc. In releasing advertisements to newspapers /journals the DAVP does not take into account the political affiliation or editorial policies of newspapers /journals. However, DAVP 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 socially accepted norms of public decency and behavior.

In supersession of all earlier orders, the Government hereby lays down the New Print Media Advertisement Policy with immediate effect.

NOTE : House Journals, Souvenirs, Annual Periodicals, Bi-Monthlies and Quarterlies will not be empanelled.

**Clause-2:** Government advertisements are not intended to be financial assistance to newspapers/journals. DAVP maintains a list of newspapers/journals approved for release of advertisements by empanelling acceptable newspapers/journals. DAVP should empanel only such newspapers/journals which are found suitable for issuing advertisements of the Government of India. While empanelling newspapers DAVP shall ensure to empanel newspapers/journals having readership from different sections of the society in different parts of the country.

**Clause-3:**All Central Govt. Ministries/ Departments/ Attached & Subordinate Offices/ Field Offices shall route their advertisements, including display advertisements, through DAVP. They may also issue tender notices directly to empanelled newspapers only at DAVP rates.All Ministries and Departments may route their recruitment advertisements directly to the Employment News on DAVP rates.

PSUs, Autonomous Bodies & Societies of Govt. of India may issue all advertisements, directly at DAVP rates to empanelled newspapers, as long as they follow the criteria laid down by DAVP, provided all classified and display advertisements are released in the following manner :-

**(in rupee terms)**

Small	15% (minimum)
Medium	35% (minimum)
Big	50% (maximum)
English language	30% (approx.)
Hindi language	35% (approx.)
Regional and other language*	35%(approx.)

\*like Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments.

All Ministries and Departments may route their recruitment advertisements directly to the Employment News on DAVP rates.

**Clause-4:** All clients of DAVP will have to issue Letter of Authority (LOA)/ Cheque/ DD/ NEFT/ RTGS upto 80% of the actual expenditure in the previous year within the first month of the new financial year and clear all the remaining payments before 28<sup>th</sup> of February, of the financial year. Alternatively, DAVP should be provided 85% advance payments of the estimated expenditure of the advertisements by client Ministries/ Departments.

## **Procedure for Empanelment of Publications**

**Clause-5:** There shall be a Panel Advisory Committee (PAC) for considering applications of newspapers/journals for being empanelled for receiving Government advertisements. This Committee shall be headed by Principal Director General/Director General, DAVP and shall include Addl. Director General (Media & Communication)/Deputy Director General (Media & Communication) in the Press Information Bureau (PIB), Press Registrar/Deputy Press Registrar, Director/Deputy Secretary/ Under Secretary in the Ministry of Information & Broadcasting dealing with The Print Media and ADG/Director, DAVP, in charge of Print Media Policy as Convener/Member Secretary of PAC. The Committee will also have one representative each from the big, medium and small category of newspapers nominated by Ministry. The recommendations of the PAC as accepted by the Principal DG / DG, DAVP regarding empanelment of a newspaper shall be final. The tenure of PAC would be one year from the date of constitution. However, in case a new PAC is not constituted, the old PAC will remain valid. The meeting of PAC can be called by DAVP as and when required .

**Clause-6:** In pursuance of broad social objectives of the Government and for ensuring fairness among various categories of newspapers/journals, the PAC considers empanelment of newspapers/journals belonging to the following categories on priority :

- Small and medium newspapers/journals
- Language newspapers such as Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments.
- Newspapers/journals published in backward, remote, hilly and border areas and those published in J&K, Andaman & Nicobar Islands and North Eastern States.

**Clause7:** Newspapers/journals are classified into three categories, namely

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

### **Criterion**

**Clause-8:** All newspapers/ journals seeking empanelment should comply with following:

(i) It must have been uninterruptedly and regularly under publication for a period of not less than 36 months. However the period of publication is relaxed for the following cases:

(a) To provide special encouragement for newspapers in languages like Bodo, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/dialects as certified by State Government OR newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States can be considered for empanelment after 06 months of regular and uninterrupted publication. In the case of all regional and other language small & medium newspapers, the qualifying period shall be 12 months.

(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 1 Year of regular and uninterrupted publication. The circulation claim of such newspapers will be considered only if certified by RNI or ABC.

- (ii). It should comply with the provisions of the Press & Registration of Books Act, 1867.
- (iii). It should not have been disqualified by DAVP in the last six years and should not be a defaulter of DAVP.
- (iv). The period of disqualification should not exceed six years.
- v). It should not have been unestablished by RNI at the time of applying.
- (vi). The applicant should also furnish a copy of the Certificate of Registration issued by the RNI in the name of the publisher.
- (vii). 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.
- (viii). Further, it must be substantiated that the paper is being published at 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, editorials and articles from other issues of the same publication.
- (c) There should be no reproduction of news items, editorials and articles from other newspapers/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/journals;
- (e) The newspaper should carry imprint line as required under PRB Act; and
- (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.
- (g) All the publications must carry editorial.

**NOTE:** The publisher must ensure that his/her publication fulfils all the norms laid down in the Policy before applying for empanelment/ rate renewal. The application form must be complete in all respects with supporting documents. Incomplete applications will not be considered.

Fresh applications for empanelment may be made twice a year i.e. once during February and other during August. The Applications made before February end will be considered in month of June of the same year and their contract will start w.e.f. 1st July of the same year and applications made before August end will be considered in December and their contract will start w.e.f 1st January of the next year. The details of documents required for empanelment is in ANNEXURE.

**Clause-9:**

### **Empanelment of multi-editions of a newspaper**

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 4 months with same title, but in such cases empanelment of fresh edition will be only in the lowest slab of the category of circulation.

In case of small & medium papers (dailies), new editions can also be empanelled after 4 months of regular publication as per circulation certified by CA in the prescribed format subject to other conditions of Advertisement Policy.

**Clause-10** A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered eligible for empanelment. However, newspapers/journals in Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments, published all over the country and newspapers/journals published in backward, border, hilly areas OR remote areas OR tribal languages or those published in J&K, Andaman & Nicobar Islands and North-Eastern States need to have substantiated minimum paid circulation of only 500 copies per publishing day.

**Clause-11:** A newspaper/journal should have the following minimum print area:

PERIODICITY	PRINT AREA NOT LESS THAN
Dailies	7600 Sq. Cms.
Weeklies/ Fortnightlies	3500 Sq. Cms.
Monthlies	4800 Sq. Cms.

Exceptions may, however, be made by PAC in the case of newspapers/journals falling in the categories mentioned in Clause 10.

**Clause-12:** The applicant newspaper/journal should furnish authenticated figures of circulation of ABC, Cost Accountant/Statutory Auditor/Chartered Accountant as per the criteria below:

up to 45000 - Cost/Chartered Accountant/ Statutory Auditor Certificate (in case of companies) in prescribed proforma/ABC Certificate.

Above 45000\* -ABC /RNI certificate.

\*(Since, it would take some time for the newspapers/ journals for getting their circulation verified by ABC/ RNI, it is proposed that DAVP may give one year time to newspapers in the medium category to get their circulations verified by ABC/ RNI. Consequently, DAVP shall not give rates for newspapers falling in the circulation bracket of 45,000 and above without RNI/ABC circulation verification certificate from 1.6.2017)

DAVP will take average circulation for the preceding one year as certified by RNI/ABC/Statutory Auditor/CA certificate, whichever is less. However, for Big category newspapers RNI/ABC circulation average for preceding 12 months would be taken.

NOTE 1 : The circulation based on sold copies as certified by ABC/ RNI/ CA shall be taken into account for calculating DAVP rate.

NOTE 2 : RNI circulation certificate shall be valid for a period of two years from the date of issue. In case of ABC, the current certificate shall be used for circulation verification.

NOTE 3: According to PRB Act, every edition of a newspaper is required to have a separate RNI registration number. Whenever, copies of one edition of a newspaper are printed from more than one centre and if the content of the newspaper is different they would be treated as different editions as per PRB Act. RNI shall treat them as separate entities while verifying the circulation. DAVP shall not empanel printing centre as separate editions and also not include the circulation of printing centres with that of the main edition. DAVP may encourage newspapers to get their printing centres to be registered with RNI as separate editions. However, if a newspaper, for the sake of convenience is printing its copies of an edition at more than one printing press without adding any additional content, DAVP may take the circulations of such printing centres into consideration for giving rates of that edition.

## Regularity

**Clause-13:** The applicant should have published the newspaper on at least 25 days in each month (except in February) and totalling 300 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.

All newspapers empanelled with DAVP shall submit their monthly copies to DAVP before 15th of the subsequent month failing which advertisements shall be stopped to that newspaper.

**Clause-14:** Notwithstanding any of the provisions mentioned above, Pr. DG/DG, DAVP, will have discretion to grant provisional empanelment to a newspaper. However this needs to be endorsed by the PAC during its next meeting, if the newspaper has completed all the formalities required for empanelment and otherwise found suitable for issue of Government advertisements. All such cases of provisional empanelment will be placed before the PAC in its next meeting.

## Rate Contract & Its Renewal

**Clause-15:** All empanelled newspapers publications will be asked to enter into a rate contract, which will be valid for a period of 3 years. However, a change in circulation can be accepted every year on submission of RNI/ABC circulation certificate and Annual Return/ Annual Statement for the previous year to RNI. All such claims for increased circulation will be accepted only during September. However, in case of information regarding decrease in circulation from ABC/RNI, the decision of Pr. DG, DAVP will be final.

**NOTE 1 :** Application for renewal of rate Contract has to be filled online on DAVP website and the hard copy along with documents and specimen copies as asked for should be submitted to DAVP complete in all respects.

**NOTE 2 :** All empanelled publications must submit a copy of annual return submitted to RNI with receiving proof from RNI for the previous financial year, in the month of September every year, failing which the newspaper can be suspended by Pr. DG/DG, DAVP.

## Advertising Rate

**Clause-16:** (i) The rate structure for payment against advertisements released by DAVP will be worked out as per recommendations of the Rate Structure Committee. The rates will be related to certified circulation of a newspaper. All empanelled newspapers will have to enter into rate contract with DAVP on the basis of rate offered and other terms & conditions as laid down from time to time to ensure proper publication of DAVP advertisements as and when issued to such newspapers.

(ii) DAVP shall pay a premium of 50% above DAVP rates, as applicable for colour/ Black & White, for front page, 20% premium to third page, 10% premium to fifth page and 30% premium for back page to only those newspapers whose circulation is certified by ABC/RNI.

(iii) When a Client Ministry requests for premium pages, DAVP shall ensure that the release order and the design should be made available to the newspapers three clear days in advance.

(iv) It would, however, depend on the availability of space in a newspaper and if the space is not available the newspapers may report back to DAVP within 24 hours from the upload of RO so that necessary changes in the RO can be made by the DAVP.

**Clause-17:** Pr. DG/DG, DAVP reserves the right to have figures of circulation checked through its representatives or through RNI.

## Release of Advertisements

**Clause-18:** (i) As soon as requisitions for release of advertisements are received from various Ministries and Departments, DAVP will prepare a suitable media list keeping in view the objectives of the client Ministries/Departments, the contents, target audience for the advertisement and availability of funds in

consultation with the client Ministries/Departments.The media-list, if any prepared/ suggested by the client Ministry would be suitably modified by DAVP to conform to the Government's policy without compromising the objectives of the proposed advertisement.

(ii) DAVP may incentivise those big category newspapers which are willing to publish the advertisements of educational institutions at DAVP rates by giving additional business of 50% in volume terms as compared to those which are not willing to accept. A separate list of newspapers willing to publish such ads would be prepared by DAVP and they would be incentivised.

(iii) The budget proposed for an all India release, shall be divided among States based on the total circulation of newspapers in each State/ language. But since the required correction in the circulation figures of newspapers would take some time, in the meantime DAVP may take population of States as per the census reports as basis for inter-state distribution with necessary correctives.

(iv) In order to incentivise newspapers which get their circulation verified by ABC/RNI and those who have better professional standing and to bring about better transparency and accountability in the release of advertisements, DAVP shall follow a marking system based on objective criterion and release advertisements to the medium and big category newspapers on the basis of marks obtained by each newspaper. The criterion is as follows:

The criterion is as follows:

S.NO	Criteria	Marks
1	Circulation certified by ABC/RNI	25
2	Subscription to wire service of UNI or PTI or Hindustan Samachar	15
*New Formulation: Subscription to wire services of news agencies accredited to PIB and who have paid up-to-date levy to PCI.		
3	Subscription to EPF of its employees (one mark per one EPF account and maximum of 20) *New Formulation: Subscription to EPF of its employees- 20 Marks (Marks will be allocated as tabulated below) No. of Employees:1-5           5 marks No. of Employees:6-10       10 marks No. of Employees:11-15      15 marks No. of Employees:16 & above   20 marks	20
4	Payment of Annual subscription to Press Council of India(PCI)	10
5	Printing in own press	10
6	No of pages	20
		(16 pages or above- 20
		14 pages- 18
		12 pages- 16
		10 pages- 14
		8 pages- 12
		Belowe 8 pages- 0
		(one page is equal to 1716

Sq.CM)

Newspapers in the medium category shall get advertisements from DAVP barring the mandatory advertisements only when they get more than 45 marks.

**Clause-19:** DAVP will make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific.Efforts will also be made to release more advertisements to newspapers with special emphasis on North East, J&K and other remote areas.While releasing display advertisements, DAVP will ensure that a balance is maintained between various categories of newspapers taking into account circulation, language, coverage area etc.For this purpose, the distribution of advertisements, in Rupee terms, will be as under:

Category	Ceiling (in Rupee terms)
Small	- 15% (minimum)
Medium	- 35% (minimum)
Big	- 50% (minimum)
English	- 30% (approx.)
Hindi	- 35% (approx.)
Regional and other languages	- 35% (approx.)

The above norms are indicative and should be adhered to in the overall media strategy of the Ministries /Departments to ensure maximum coverage at optimum cost. However, in specific cases where a Ministry/Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order with DAVP.

DAVP shall bring all such deviations to the notice of the Ministry of Information & Broadcasting for information and necessary action.

## **Payment and Adjustment of Bills**

**Clause-20:** DAVP will release payment of advertisement bills in the name of the newspaper/ company account directly through ECS or NEFT. No change in the payee's name or address will be entertained during the year of empanelment unless it is justified and found unavoidable or compelling. It will be the responsibility of the publisher to intimate such changes to DAVP for faster and transparent payments.

**Clause-21:** Every newspaper shall send one copy of the newspaper at their cost carrying DAVP advertisements, to the client at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered. In addition, DAVP may ask for regular supply of specimen copies of any empanelled publication for period considered necessary. Newspapers shall inform DAVP within 48 hours of issue of Release Order, if they have not been able to publish the advertisement on the due date and the reasons thereof.

**Clause-22:** Every newspaper shall submit advertisement bills, complete in all respects, and supported with relevant documents, within 15 days of the publication of the advertisement for Dailies and 30 days for Periodicals. DAVP will make every effort to pay the advertisement bill within 30 days of receipt of bill as far as possible. DAVP may resort to imposing fines when bills are submitted late, which shall be uniform to all publications, without any scope for discretion.

**Clause-23:** No newspaper will publish DAVP advertisement without receipt of the relevant Release Order. The DAVP issues Electronic Release Order through its website :[www.davp.nic.in](http://www.davp.nic.in)

**Clause-24:** A newspaper will have to strictly adhere to the date of publication of DAVP advertisements as given in the Release Order. DAVP display advertisements should be published in the Main pages of a newspaper and DAVP reserves the right to ask the publications occasionally to place the display advertisement on particular pages. The advertisements published in the Supplementary pages of a newspaper will not be considered for payment. Publication of advertisement on dates and pages other than that given in the Release Order will not be accepted for payment.

## **Suspension and Recoveries**

**Clause-25:** A newspaper may be suspended from empanelment by Pr. DG/DG, DAVP 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 as found by the Press Council of India or indulged in anti-national activities.
- (e) Convicted by Court of Law for such activities
- (f) It refuses to accept and carry an advertisement issued by DAVP on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than two occasions.

Provided that Pr. DG/DG, DAVP 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.

In such cases the paper will remain suspended for a period upto 12 months. DAVP 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 DAVP failing which empanelment of the paper will be discontinued with immediate effect without any further notice and recovery will be realized from the bills/payments pending with DAVP, if any. Till the recovery is made, no advertisement will be issued.

**Clause-26:** The powers to review vests with the Ministry of Information & Broadcasting, in cases where Pr. DG/DG, DAVP is the final authority.

## **ANNEXURE**

Documents required for empanelment/ rate renewal.

1. Copy of RNI Registration Certificate.
2. Circulation Certificate as per policy.
3. Copy of the annual return submitted to RNI along with receiving proof.
4. Specimen copies to be submitted with the application: DAVP would notify the months for which the specimen copies should be submitted along with the application.
5. Three copies of the rate card.
6. Photocopy of the Permanent Account Number (issued by Department of IncomeTax.)
7. No dues certificate from the Press Council of India
8. Publications with annual turnover of more than Rs1 Crore (or as applicable under the Income Tax Act from time to time) shall have to submit their Statutory audit reports and Income Tax returns along with receiving proof for the latest financial year.

9. Annexure -12 (In original)- A statement signed both by the publisher and CA with their official seals giving the details of newsprint and ink stored and consumed during the period.

\* Amendment made vide O.M. No. M-24013/90/2015-MUC(Vol.II) dated 15/09/2016 by M/o I & B

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