

Government of West Bengal
Department of Information & Cultural Affairs
Nabanna

325, Sarat Chatterjee Road
Howrah - 711102

No. 3482/DI/ICA/2017

Dated-01.12.2017

NOTIFICATION

The matter of fixation of rates for publication of Government advertisements in different newspapers was under consideration of the State Government for some time. Now after a thorough examination of all aspects of the matter, the Government has revised the rates for release of advertisements in various print media, as detailed in the Annexure.

The revised rates will take immediate effect and shall remain effective up till 31st March, 2019 or until further orders, whichever is earlier.

Encl: Annexure

By order of the Governor



Principal Secretary
I & CA Department

No. 3482/DI(75)/ICA/2017

Dated-01.12.2017

Copy forwarded for information & taking necessary action to :-

1. All Additional Chief Secretary/Principal Secretary/Secretary
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2. All DICOs
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3. O.S.D., Cell-VIII



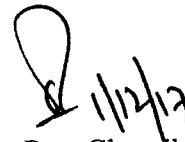
(R.N. Basu Roy Choudhury)
Director of Information &
Ex-Officio Special Secretary

No. 3482/1(39)/DI/ICA/2017

Dated-01.12.2017

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1. General Manager/Advertisement Manager
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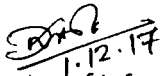
(R.N. Basu Roy Choudhury)
Director of Information &
Ex-Officio Special Secretary

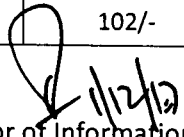
Rate for Advertisement in Print Media

Annexure to the Memo No. 3482/DI/ICA/2017, Dated- 01.12.2017

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq. cm)	
				B/W	Colour
1..	Aajkaal	W.B.	Bengali	136/-	200/-
2.	Akbar-E-Mashriq	W.B.	Urdu	175/-	262.50/-
3.	Bartaman	W.B.	Bengali	420/-	600/-
4.	Business Standard	Kol	English	98/-	140/-
5.	Business Standard	All	English	533/-	829.50/-
6.	Business Standard	Kol	Hindi	54/-	70.50/-
7.	Chhapte Chhapte	W.B.	Hindi	54.25/-	81.37/-
8.	Dainik Jagran	W.B.	Hindi	275/-	412.50/-
9.	Dainik Statesman	W.B.	Bengali	93/-	139.50/-
10.	DNA	Delhi.	English	765/-	510/-
11.	Echo of India	W.B.	English	30/-	42/-
12.	Ei Samay	W.B.	Bengali	250/-	300/-
13.	Ekdin	W.B.	Bengali	54/-	81/-
14.	ET	Kol	English	396/-	690/-
15.	ET	All	English	1950/-	5400/-
16.	Financial Express	Kol	English	19.94/-	29.91/-
17.	Financial Express	All	English	659/-	616/-
18.	Hindustan Times	All	English	2125/-	4335/-
19.	Hindi Hindustan	All	Hindi	1700/-	3187.50/-
20.	Himalaya Darpan	W.B.	Nepali	106.20/-	159.38/-
21.	Indian Express	Kol	English	34.25/-	51.38/-
22.	Indian Express	All	English	1670/-	1458/-
23.	Janpath Samachar	W.B.	Hindi	92/-	138/-
24.	Janasatta	W.B.	Hindi	34.25/-	51.38/-
25.	Kalom	W.B.	Bengali	200/-	300/-
26.	Khabor 365 Din	W.B.	Bengali	125/-	187.50/-
27.	Millennium Post	Kol	English	175/-	250/-
28.	Millennium Post	Kol + Del	English	450/-	600/-
29.	Purbanchal Bharat Darpan	W.B.	Hindi	85/-	127.50/-
30.	Sangbad Pratidin	W.B.	Bengali	280/-	330/-
31.	Salam Dunia	W.B.	Hindi	42.80/-	64.20/-

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq.cm)	
				B/W	Colour
32.	Sanmarg	W.B.	Hindi	87.50/-	131.25/-
33.	The Asian Age	Kol	English	40.50/-	60.75/-
34.	The Asian Age	All	English	121.75/-	182.63/-
35.	TOI	Kol	English	786/-	1000/-
36.	The Statesman	W.B	English	106/-	580/-
37.	Uttar Banga Sambad	W.B.	Bengali	210/-	300/-
38.	Uttorer Saradin	W.B.	Bengali	37.50/-	56.25/-
39.	Vishwamitra	W.B.	Hindi	68/-	102/-


 1.12.17
 Deputy Director of Information
 (Advertisement)


 1/12/17
 Director of Information &
 Ex-Officio Spl. Secretary