

Rates of Advertisement of Different Newspapers, 2010-11

GOVERNMENT OF WEST BENGAL
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS
Writers' Buildings, Kolkata-700 001

No. 3470-DI/ICA, Dated: 18.10.2012

NOTIFICATION

The matter of fixation of rate of Government advertisement in different newspapers was under consideration of the Government for some time past. The prevalent rates of advertisement of different newspapers were quite high, particularly in comparison to DAVP rates. After negotiations with different media houses the rates of advertisements have been fixed at the first phase as per Annexure-A.

This rate will take effect from 01.06.2012 and remain valid until further order.

By order of the Governor

Sd/-Secretary
I & C. A. Department

Annexure – A

Rates for Advertisement (2012-13)

Sl. No	Rate for the year 2010-2011 Name of Newspaper	DAVP Rate in Col. cm	The rate proposed for 2012-13 by State Govt. (in Rs/Col cm)	Circulation
1.	Sangbad Pratidin	430.12/-	860	3,16,850 as per ABC
2.	Bartaman	562.80/-	1126	5,34,603 as per ABC
3.	Ekdin	108/- wef-19/4/12	216	1,31,277 as per ABC
4.	Sakalbela	69.48/-	139	52,489 as per ABC
5.	Aajkaai	216.68/-	433	1,81,262 as per ABC
6.	Sanmarg	119/- wef- 12/01/12	350-	1,10,382 as per ABC

Sl. No	Rate for the year 2010-2011 Name of Newspaper	DAVP Rate in Col. cm	The rate proposed for 2012-13 by State Govt. (in Rs/Col cm)	Circulation
7.	Akhbar E Mashriq	78/- wef-15/10/10	350	Not available
8.	Khabar 365 Din	500/-	500	1,62,589 CA certificate

15% additional rate if through agency

50% extra for colour advertisement

ABC: Audit Bureau Circulation

No. 3470-DI dated 18.10.2012