

# Government of West Bengal

Department of Information and Cultural Affairs

"Nabanna", 9<sup>th</sup> Floor,  
325, Sarat Chatterjee Road, Shibpur  
Howrah - 711 102

No. 1002-ICA(N)  
14817/Pr.S/ICA/14

Dated, Howrah, the 17<sup>TH</sup> April, 2015

## NOTIFICATION

The matter of fixation of rates for Government advertisements in different newspapers has been under consideration of the State Government for some time. Now the Government has fixed the rates for release of advertisements by the Govt. of West Bengal in various print media, as detailed in the Annexure.

This rate will remain valid until further order.

By order of the Governor


  
Principal Secretary  
I & C.A. Department

No. 1002/1(150)-ICA(N)

Dated, Howrah, the 17<sup>TH</sup> April, 2015

Copy forwarded for information & taking necessary action to :-

- 1 ..... Department, Government of West Bengal
2. DICO..... District.
3. OSD & DS, I & C.A. Department.
4. Assistant Secretary-II, I & C.A. Department.
5. Dy. Director of Information (Advertisement).
6. Assistant Director of Information (Advertisement).
7. Assistant Director of Information (Tender).
8. A.I.O., Portal.
9. H.A., Cell-VIII.
10. Advertisement Manager.....

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

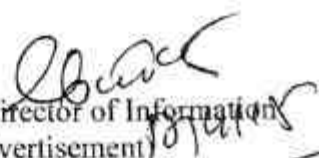
## Rate for Advertisement


### Annexure

Sl No.	Name of Newspaper	Language	Rate fixed by the State Govt.(Per Sq.Cm)	Duration
1.	Sangbad Pratidin	Bengali	232.58/-	April 2015 to March 2016
2.	Aajkaal	Bengali	122.50/-	-do-
3.	Khabar 365 Din	Bengali	125/-	-do-
4.	Kalam	Bengali	200/-	-do-
5.	Ei Samay	Bengali	255/- (T) 375/- (D)	April 2014 to March 2016
6.	Uttarbango Sambad	Bengali	191/-	April 2015 to March 2016
7.	Uttorer Saradin	Bengali	37.50/-	Jan 2013 to March 2016
8.	Bartaman	Bengali	328.32/-	April 2015 to March 2016
9.	Janpath Samachar	Hindi	92/-	-do-
10.	Sanmarg	Hindi	87.50/-	-do-
11.	Rajasthan Patrika	Hindi	14.25/-	-do-
12.	Business Standard (Kol)	Hindi	47/- (D) 54/- (T)	-do-
13.	Janasatta (Kol)	Hindi	34.25/-	-do-
14.	Salam Duniya	Hindi	42.80/-	-do-
15.	The Asian Age (Kol)	English	40.50/-	-do-
16.	The Asian Age (All)	English	121.75/-	-do-
17.	The Times of India (Kol)	English	1260/- (D) 795/- (T)	April 2014 to March 2016
18.	The Times of India (All)	English	4004/- (T)	-do-
19.	Business line (Kol)	English	53/- (T) 69/- (D)	April 2015 to March 2016
20.	Business line (All)	English	238/- (T) 525/- (D)	-do-

Sl. No.	Name of Newspaper	Language	Rate fixed by the State Govt.(Per Sq.Cm)	Duration
21.	Business Standard (Kol)	English	98/- (D) 140/- (T)	April 2015 to March 2016
22.	Business Standard (All)	English	553/-	-do-
23.	Indian Express (Kol)	English	34.25/-	-do-
24.	Financial Express (Kol)	English	19.94/-	-do-
25.	Hindustan Times (Kol)	English	213/-	-do-
26.	Himalaya Darpan	Nepali	106.25/-	-do-

- 50% extra for colour advertisement [except TOI (Kol), TOI (All) & Ei Samay]
- 15% additional over & above rate fixed by the Govt. in case of release through agency.  
T-Tender, D- Display

  
Deputy Director of Information  
(Advertisement)

  
Director of Information &  
Ex-Officio Jt. Secretary