

## TERMS OF ACCEPTANCE

1. All advertisements will be strictly subject to the approval of the Management.
2. Management reserves the right to decline any advertisement and discontinue further publication without assigning any reason there of.
3. Obscene, Offending and Controversial matters prejudice to public interest are not entertained.
4. The Management accepts no liability for any loss or damage caused by circumstances beyond our control in the printing of Advertisement.

(Business Manager)  
**TAASIR**



## COMMERCIAL ADVERTISEMENTS TARIFF-MUZAFFARPUR

Effective from 1<sup>st</sup> April 2017

# TAASIR

(Urdu Daily, Muzaffarpur Bihar)

R.N.I. Regn. No. BIHURD/2013/54407

### REGD. OFFICE

Rizwan Ahmad House  
Kalyani Kedarnath Road, Kesri Gali,  
Muzaffapur, PIN-842 001, Bihar, INDIA

### HEAD OFFICE

711, Jagat Trade Centre  
Fraser Road, Patna-800 001,  
Bihar, INDIA

Mobile No.+91-9431025219 / 9939247863  
Fax: +91-612-2201707, Ph.+91-612-6621297

Email: [taasirmuzaffarpur@gmail.com](mailto:taasirmuzaffarpur@gmail.com)

e-paper Website : [www.taasir.com](http://www.taasir.com)

## MECHANICAL DETAILS

Page per Issue -----08 Pages  
Column per Page ----- 8 Column  
Print Area ----- 52x33 Cm  
Width of Column ----- 4 Cm  
Length of Column ----- 52 Cm  
Machine ----- Web Offset

## PARTICULARS

Language ----- URDU  
Frequency -----DAILY MORNING  
News Agency ----U.N.I, INS INDIA, P.S.I., U.N.N.

## MATERIALS REQUIRED

B/W Advertisement ----- Artful Positive & Art Work  
Colour Advertisement ----- Colour, Positive with Proofs

Cheques or Drafts should be drawn in favour of

## TAASIR

Payable at "**PATNA**"

### For RTGS/NEFT Online Fund Transfer Details:

Payee Name : TAASIR, Name Of Bank : State Bank Of India  
A/C No. : 32863319245, IFS Code : SBIN0003475, Branch Code : 03475  
Type Of A/C : Current Account, Branch : Exhibition Road (Patna, Bihar)  
Payee Mobile No. : 9431025219, Payee e-Mail. : taasirurdudaily@gmail.com

Effective from 1<sup>st</sup> April 2017

## ADVERTISEMENT RATES (COLOR)

Casual ----- Rs.450/- Per Sq.Cm  
Display ----- Rs.350/- Per Sq.Cm  
Political ----- Rs.400/- Per Sq.Cm  
Contractual ----- Rs.175/- Per Sq.Cm  
Minimum (B/W) ----- Rs.200/- Per Sq.Cm  
Minimum ----- Rs.300/- Per Sq.Cm

## CLASSIFIED

Rs.6.00/- (Per Word) Minimum 50 Words

## EAR PANELS Front Page: 5 Cm. x 8 Cm.

Ear Panels ----- Rs.1500=00 Per Panel  
25 Panels ----- Rs.750=0 Per Panel  
50 Panels -----Rs.550=00 Per Panel

## SPEICAL POSITION

Front Page ----- 50% Extra  
Back Page ----- 50% Extra  
Colour Front Page ----- 100% Extra  
Colour Back Page ----- 75% Extra



**Directorate of Advertising & Visual Publicity**

Ministry of Information and Broadcasting, Govt. of India

Soochna Bhawan, Phase 4, CGO Complex, Lodhi Road, New Delhi-110003

**ADVERTISING RATE CONTRACT AGREEMENT**

*This agreement is being entered into between DAVP, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :*

**DAVP Code : 161823**

**RNI Regn. : BIHURD/2013/54407  
[CA][Standard][UNBOUND]**

Name, Language : **TAASIR, URDU**  
Periodicity, Place : **DAILY (M) , MUZAFFARPUR**  
Address : **RIZWAN AHMAD HOUSE, KALYANI KEDARNATH ROAD,  
KESRI GALI  
MUZAFFARPUR, BIHAR-842001**  
Telephone : **0612-6621504**

1. (a) This agreement is valid from : **08/03/2016 to 31/12/2018**  
(b) Circulation Accepted : **38225 [ Thirty Eight Thousand Two Hundred Twenty Five]**  
(c) Agreed Rate per Sq.cm : **Rs.20.6800 [ Rupees Twenty and Paise Sixty Eight Only]**  
(d) Net Rate after agency discount of 15% to DAVP : **Rs.17.5800 [ Rupees Seventeen and Paise Fifty Eight Only]**  
(Additional discount of 10% for UPSC & SSC advts)  
(e) These rates will be revised in case of any change in the basis of calculation.
2. The publisher will not offer a lower rate than this to any other advertiser. DAVP will automatically reduce the rate accordingly.
3. Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
4. Payment will be made by DAVP as per actual space used, on receipt of published copy of the advertisement along with bills.
5. Refusal to publish advertisement released by DAVP may lead to cancellation of empanelment.
6. The publisher shall intimate immediately to DAVP of any change in printer/publisher/size/periodicity/language/place of publication, etc.
7. The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of DAVP <http://www.davp.nic.in>
8. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.

Authorised Signatory  
On behalf of Publisher

Authorised Signatory  
On behalf of DAVP

Signature	:	_____	Signature	:	_____
Name	:	_____	Name	:	_____
Designation	:	_____	Designation	:	_____
Office Seal	:	_____	Office Seal	:	_____
Date	:	_____	Date	:	_____



**Please return an ink signed copy of this Agreement, along with office seal for record.**

**DETAILS OF TAASIR-MUZAFFARPUR BANK ACCOUNT**

**PAYEE NAME : TAASIR**

**NAME OF BANK : STATE BANK OF INDIA**

**A/C NO. : 32863319245**

**IFS CODE : SBIN0003475**

**TYPE OF A/C : CURRENT ACCOUNT**

**BRANCH : EXHIBITION ROAD (PATNA)**

**BRANCH CODE : 03475**

**ADDRESS : DR.A. HAI COMERCIAL COMPLEX**  
**EXHIBITION ROAD, PATNA**  
**BIHAR, PIN—800001**