



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 : 161812

**RNI Regn. : DELURD/2013/49439
[RNI][Standard][UNBOUND][Colour]**

Name, Language : **TAASIR, URDU**
 Peridicity, Place : **DAILY (M) , DELHI**
 Address : **G-1/374, DAAL MILL ROAD,
 BLOCK-G-1, UTTAM NAGAR
 DELHI, DELHI-110059**

1. (a) This agreement is valid from : **18/04/2019 to 31/12/2021**
 (b) Circulation Accepted : **81600 [Eighty One Thousand Six Hundred]**
 (c) Agreed Rate per Sq.cm : **Rs.40.2900 [Rupees Forty and Paise Twenty Nine Only]**
 (d) Net Rate after agency discount of 15% to DAVP : **Rs.34.2500 [Rupees Thirty Four and Paise Twenty Five 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.
(f) This rate contract is effective from 09/01/2019 i.e. after 25% increase.
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. The publisher undertakes that his Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, especially, Clause No. 8. 10, 11, 12, 13, 15, 18 (iv), 21, 22 and 24, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
6. The publisher undertakes that his Newspaper stated above fulfills the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2016, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
7. The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfills all the applicable statutory requirements.
8. Refusal to publish advertisement released by DAVP may lead to cancellation of empanelment.
9. The publisher shall intimate immediately to DAVP of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.

Signature
 श्री. अ. शर्मा / श्री. अ. शर्मा
 सहायक निदेशक (प्रचार)
 आचार्य (Media Freedom)


10. 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>
11. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
12. Decision of DG / Principle DG, DAVP will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a print out of this Advertisement Rate Contract Agreement, putting a signature with seal by the authorized signatory of the Publisher at the earmarked place & on each page and emailing a scanned copy of the same to E-mail ID: mediaratel@gmail.com . This has to be done within a week and the original signed copy should reach DAVP within two weeks, failing which it will be presumed that the publisher is not interested in the Rate Contract.

Authorised Signatory
(Publisher)

Authorised Signatory
On behalf of DAVP

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

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


एस.के. मोहंती / S.K. Mohanty
सहायक मध्यम अधिकारी
Assistant Media Executive

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

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 ADS TARIFF - DELHI

Effective from 1st January 2020

TAASIR

(Urdu Daily, Delhi)

R.N.I. No. DELURD/2013/49439

REGD. OFFICE

G-1/374, Daal Mill Road
Block G-1, Uttam Nagar
New Delhi, PIN- 110 059, INDIA

Mobile No.+91-9213083940 / 9958274003
9431025219 / 8447250588

Phone: +91-11-25357707 / 25357708

Email: taasirdelhi@gmail.com

Website : www.taasir.com

e-paper: www.epaper.taasir.com

MECHANICAL DETAILS

Page per Issue ----- 8 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, 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 "**DELHI**"

For RTGS/NEFT Online Fund Transfer Details:

Payee Name : **TAASIR**, Name Of Bank : **State Bank Of India**
A/C No. : **33972709460**, IFS Code : **SBIN0001679**, Branch Code : **01679**
Type Of A/C : **Current Account**, Branch : **Uttam Nagar (Delhi)**
Payee Mobile No. : **9213083940**, Payee e-Mail. : **taasirdelhi@gmail.com**

Effective from 1st January 2020

ADVERTISEMENT RATES (COLOR)

Casual ----- Rs.600/- Per Sq.Cm
Display ----- Rs.750/- Per Sq.Cm
Political ----- Rs.650/- Per Sq.Cm
Contractual ----- Rs.350/- Per Sq.Cm
Minimum (B/W) ----- Rs.450/- Per Sq.Cm
Minimum ----- Rs.450/- Per Sq.Cm

CLASSIFIED

Rs.7.00/- (Per Word) Minimum 50 Words

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

Ear Panels ----- Rs.2500=00 Per Panel
25 Panels ----- Rs.950=00 Per Panel
50 Panels -----Rs.750=00 Per Panel

SPEICAL POSITION

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

TAASIR

Urdu Daily Newspaper, Delhi

Published from Delhi, Patna, Muzaffarpur, Bengaluru, Gangtok, Guwahati, Ranchi, Howrah, Chennai & Bhagalpur

विज्ञापन प्रबंधक
+91-8447250588

“कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि ॥”

Office:
G-1/374, Daal Mill Road,
Block-G-1, Uttam Nagar,
New Delhi-110059
INDIA

Mobile: +91-8447250588
+91-9939247863
+91-9958274003

Phone: +91-11-2535-7707
+91-11-2535-7708

Fax: +91-11-2535-7708

E-mail: taasirdelhi@gmail.com
website: www.taasir.com
E-Paper: www.epaper.taasir.com
WhatsApp No.: +91-9431025219

TAASIR DELHI

Details for Online RTGS/NEFT Transfer of Fund

DETAILS OF BANK ACCOUNT

PAYEE NAME : TAASIR

NAME OF BANK : STATE BANK OF INDIA

A/C NO. : 33972709460

IFS CODE : SBIN001679

MICR CODE : 110002153

TYPE OF A/C : CURRENT ACCOUNT

BRANCH : UTTAM NAGAR (DELHI)

BRANCH CODE : 01679

ADDRESS : C5, MILAP NAGAR,
NEAR HIMALAYA SAGAR RESTURANTS
UTTAM NAGAR, NEW DELHI- - 110059

PAYEE MOBILE NO. : +91-9431025219

PAYEE E-MAIL. : taasirdelhi@gmail.com

Sd/-

Advertisement Manager



DELHI

G-1/374, Daal Mill Road,
Block-G-1, Uttam Nagar,
New Delhi-110059

BENGALURU (KARNATAKA)

117, Narayana Rao
Building, 3rd Floor,
Cubbonpet, Main Road,
Distt. Bangalore- 560002
(Karnataka)

PATNA (BIHAR)

711, Jagat Trade Centre
Fraser Road,
Patna-800001, Bihar

MUZAFFARPUR (BIHAR)

Rizwan Ahmad House,
Kalyani Kedarnath Road,
Kesri Gali, Muzaffarpur
PIN-842001, Bihar

GANGTOK (SIKKIM)

Below Citizen Bank,
Nam Nang Road,
Gangtok- 737101 (Sikkim)

GUWAHATI (ASSAM)

H.No.1, Dhurba Prasad
Sarmah's House,
Rupnagar, Sri Sri Bishnupath,
P.O.Indrapur,
Guwahati-781032 (Assam)

RANCHI (JHARKHAND)

203, Anand Plaza,
Besides Indira Place,
Hinoo, PO & PS Doranda,
Ranchi-834002 (Jharkhand)

HOWRAH (WEST BENGAL)

Fakhrealam Villa
Barabagan, Bankra No.1
P.S.Domjur, Distt. Howrah
PIN-711403 (West Bengal)

CHENNAI (TAMIL NADU)

77 Mint Modern City
(Bhojaraja Nagar)
Old Washermenpet
Chennai — 600 021
(Tamil Nadu)

BHAGALPUR (BIHAR)

92, Sohrab Mansion,
Ahmed Colony At-Ghani Chak,
P.O.Bhagalpur City,
P.S..Mojahidpur,
Bhagalpur-812002

NOTE

Clients may please note the following: -

DAVP Tariff is only for Central and State Government's Organizations/Ministries/Departments advertisements.

Rest of the clients comes under Commercial advertisements tariff.

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