



**BUREAU OF OUTREACH & COMMUNICATION**

Ministry of Information and Broadcasting, Govt. of India

Soचना भवन, Phase 4, CGO Complex, Lodhi Road, New Delhi-110003

**ADVERTISING RATE CONTRACT AGREEMENT**

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

**DAVP Code : 161933**

**RNI Regn. : WBURD/2016/68229  
[CA][Standard][UNBOUND][Colour]**

Name, Language : **TAASIR, URDU**  
Periodicity, Place : **DAILY (M), HOWRAH**  
Address : **H/O FAKHREALAM, BARABAGAN, BANKRA NO.1,  
P.S.DOMJUR  
HOWRAH, WEST BENGAL-711403**

1. (a) This agreement is valid from : **20/02/2020 to 31/12/2021**  
(b) Circulation Accepted : **44750 [ Forty Four Thousand Seven Hundred Fifty ]**  
(c) Agreed Rate per Sq.cm : **Rs.25.8500 [ Rupees Twenty Five and Paisa Eighty Five Only]**  
(d) Net Rate after agency discount of 15% to BOC : **Rs.21.9700 [ Rupees Twenty One and Paisa Ninety Seven 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. BOC 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 BOC as per actual space used, on receipt of published copy of the advertisement along with bills.
5. The publisher undertakes that his Newspaper fulfill 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 fulfill 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 fulfill all the applicable statutory requirements.
8. Refusal to publish advertisement released by BOC may lead to cancellation of empanelment.
9. The publisher shall intimate immediately to BOC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.

P. S. DOMJUR  
 Director, Bureau of Outreach & Communication  
 Ministry of Information and Broadcasting  
 Government of India


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 BOC <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, BOC 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](mailto:mediaratel@gmail.com) . This has to be done within a week and the original signed copy should reach BOC 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 BOC

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Office Seal : \_\_\_\_\_  
Date :

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Office Seal : \_\_\_\_\_  
Date : \_\_\_\_\_

  
पंकज निगम / PANKAJ NIGAM  
मध्यम अधिकारी / Media Executive  
बी.ओ.सी. / B.O.C.  
शु. प्र. मंत्रालय / Min. of I & B  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi

**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 - HOWRAH

Effective from 1<sup>st</sup> January 2020

# TAASIR

(Urdu Daily, Howrah)

R.N.I. Regn. No. WBURD/2016/68229

## REGD. OFFICE

H/O Fakhrealam, Barabagan,  
Bankra No.1, P.S.Domjur,  
Distt. Howrah, PIN-711 403  
(West Bengal), INDIA

Mobile No.+91-9431025219 / 9939247863  
Fax: +91-33-25357708, Ph. +91-33-25357708

Email: [taasirhowrah@gmail.com](mailto:taasirhowrah@gmail.com)  
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> January 2020

## ADVERTISEMENT RATES (COLOR)

Casual ----- Rs.450/- Per Sq.Cm  
Display ----- Rs.500/- Per Sq.Cm  
Political ----- Rs.525/- Per Sq.Cm  
Contractual ----- Rs.350/- Per Sq.Cm  
Minimum (B/W) ----- Rs.200/- Per Sq.Cm  
Minimum (Color) ----- Rs.300/- Per Sq.Cm

## CLASSIFIED

Rs.7.00/- (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

# TAASIR



## Urdu Daily Newspaper, Howrah

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

**Accounts Officer**  
**Mob. +91-9431025219**

### HOWRAH (WEST BENGAL)

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

Mobile: +91-9431025219  
+91-9939247863  
+91-8447250588

E-mail: taasirhowrah@gmail.com  
e-paper: www.epaper.taasir.com  
Website: www.taasir.com

### Kolkata Garden Reach Office:

G-272/1, Ramnagar Lane,  
Mangra Talab,  
P.O.Garden Reach,  
Kolkata - 700024  
Mob. +91-8420587767

WhatsApp No. +91-9431025219



“कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।  
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि ॥”  
“सर्वजन हिताय सर्वजन सुखाय”

### HOWRAH (WEST BENGAL)

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

### 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

### 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)

### 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)

### 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

## DETAILS OF TAASIR—BANK ACCOUNT FOR NEFT/RTGS

### FOR TAASIR HOWRAH (WEST BENGAL)

**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**

**For TAASIR  
Accounts Officer**

**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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