



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 : 161917

**RNI Regn. : JHAURD/2015/63792
[RNI][Standard][UNBOUND][Colour]**

Name, Language : **TAASIR, URDU**
Periodicity, Place : **DAILY (M) , RANCHI**
Address : **203, ANAND PLAZA, BESIDES INDIRA PALACE,
HINOO, P.O & P.S. DORANDA, RANCHI-834002,
JHARKHAND
RANCHI, JHARKHAND-834009**

1. (a) This agreement is valid from : **30/12/2019 to 31/12/2021**
(b) Circulation Accepted : **102887 [One Lakh Two Thousand Eight Hundred Eighty Seven]**
(c) Agreed Rate per Sq.cm : **Rs.48.7700 [Rupees Forty Eight and Paisa Seventy Seven Only]**
(d) Net Rate after agency discount of 15% to BOC : **Rs.41.4500 [Rupees Forty One and Paisa Forty 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. 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.

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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 . 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 - RANCHI

Effective from 1st January 2020

TAASIR

(Urdu Daily, Ranchi)

R.N.I. No. JHAURD/2015/63792

OFFICE

203, Anand Plaza
Besides Indira Palace, Hinoo
P.O. & P.S. Doranda
Ranchi – 834 002, (Jharkhand)

Mobile No. +91-9431025219 / 9939247863
Phone: +91-651-2250057 (Extn. 21 to 31)

Email: taasirranchi@gmail.com
Website : www.taasir.com
E-paper: www.epaper.taasir.com

MECHANICAL DETAILS

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

PARTICULARS

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

MATERIALS REQUIRED

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

Banker's Cheques or Drafts should be drawn in favour of

TAASIR

For RTGS Online Fund Transfer Details:

Payee Name : TAASIR, Name Of Bank : State Bank Of India
A/C No. : 38216259754, IFS Code : SBIN0030527, Branch Code : 030527
Type Of A/C : Current Account, Branch : Hinoor Branch, Ranchi
Payee Mobile No. : 9431025219, Payee e-Mail. : taasirranchi@gmail.com

Effective from 1st January 2020

ADVERTISEMENT RATES

Casual ----- Rs.650/- Per Sq.Cm
Display ----- Rs.750/- Per Sq.Cm
Political----- Rs.650/- Per Sq.Cm
Contractual ----- Rs.450/- Per Sq.Cm
Minimum (B/W)----- Rs.250/- Per Sq.Cm
Minimum (Color) ----- Rs.350/- Per Sq.Cm

CLASSIFIED

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

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

Ear Panels ----- Rs.1100=00 Per Panel
25 Panels ----- Rs.700=0 Per Panel
50 Panels -----Rs.450=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 (M) Newspaper, Ranchi

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

Advertisement Manager

Ranchi Office:

Shahid Asrafi Villa
#14, Egmah Enclave
Near Hill View
Nursing Home
Bariatu,
Ranchi-834009

Mobile: +91-9431025219
+91-9939247863

Phone: +91-612-662-1297
+91-612-662-1504
Fax: +91-612-220-1707

E-mail: taasirranchi@gmail.com
e-paper: www.taasir.com
WhatsApp No. +91-9431025219

RANCHI (JHARKHAND)

Shahid Ashrafi Villa,
#14 Egmah Enclave,
Near Hill View Nursing Home,
Bariatu,
Ranchi-834009 (Jharkhand)
Mob.+91-9334310002

PATNA (BIHAR)

711, Jagat Trade Centre
Fraser Road,
Patna-800001, Bihar
Mob. +91-9431025219

MUZAFFARPUR (BIHAR)

Rizwan Ahmad House,
Kalyani Kedamath Road,
Kesri Gali, Muzaffarpur
PIN-842001, Bihar
Mob.+91-9939247863

DELHI

G-1/374, Daal Mill Road,
Block-G-1, Uttam Nagar,
New Delhi-110059
Mob.+91-9213083940

BENGALURU (KARNATAKA)

117, Narayana Rao
Building, 3rd Floor,
Cubbonpet, Main Road, Distt.
Bangalore- 560002 (Karnataka)
Mob.+91-9958274003

GANGTOK (SIKKIM)

Below Citizen Bank, Nam
Nang Road,
Gangtok- 737101 (Sikkim)
Mob.+91-9431025219

GUWAHATI (ASSAM)

H.No.1, Dhurba Prasad
Sarmah's House,
Rupnagar, Sri Sri Bishnupath,
P.O.Indrapur,
Guwahati-781032 (Assam)
Mob.+91-9864106699

HOWRAH (WEST BENGAL)

Fakhrealam Villa
Barabagan, Bankra No.1
P.S.Domjur, Distt. Howrah
PIN-711403 (West Bengal)
Mob.+91-9748997107

CHENNAI (TAMIL NADU)

77 Mint Modern City
(Bhojaraja Nagar)
Old Washermenpet
Chennai — 600 021
(Tamil Nadu)
Mob.+91-9952864617

DETAILS OF TAASIR—BANK ACCOUNT FOR NEFT/RTGS

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**

Advertisement Manager

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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