

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 2024

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
Phone: +91-11-46142593

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. : 9431025219, Payee e-Mail. : taasirdelhi@gmail.com

Effective from 1st January 2024

ADVERTISEMENT RATES (COLOR)

Casual ----- Rs.600/- Per Sq.Cm
Display ----- Rs.550/- 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

DAVP TARIFF ONLY FOR GOVERNMENT'S ADVERTISEMENTS



CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India
Soochna Bhawan, Phase - V, CGO Complex Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

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

CBC Newspaper Code	: 161812	RNI Regn.	: DELURD/2013/49439
Title of Newspaper	: TAASIR	CIR Base	: RNI
Registration No.	: DELURD/2013/49439	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: DELHI	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
Address	: G-1/37 4DAAL MILL ROADBLOCK- G-IUTTAM NAGAR NEW DELHI	No of Pages	: 8
		Total Print Area	: 1716 Sq.Cms

- (a). This agreement is valid from : **01/04/2024 to 07/08/2025**
(b). Circulation Accepted: **109833**
(c). Agreed Rate per Sq.cm : **Rs. 52.05 [Rs fifty two Rupees and five Paise]**
(d). Net Rate after agency discount of 15% to CBC: **44.24** (Additional discount of 10% for UPSC & SSC advts)
(e). These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- 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.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, 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.
- 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-2020, 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.
- 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.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- 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 CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC 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.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(YASHPAL)
मुख्य अधिकारी / Media Executive
केन्द्रीय सूचना ब्यूरो / Central Bureau of Communication
मंत्रालय सूचना विभाग / Ministry of Information & Broadcasting
एन.डी.ओ. सं. दिल्ली-110003 / New Delhi-110003

Rate Contract Accept Date: 01/04/2024

Date of Issue of RC: 01/04/2024

“TAASIR” (Delhi Edition)

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 : SBIN0001679

CIF NO. : 33972709460

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

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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