

## 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 ADVERTISEMENT TARIFF

Effective from 1<sup>st</sup> January 2024

# TAASIR

(Urdu Daily, Muzaffarpur Bihar)

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

## REGD. OFFICE

Zafar Market, Second Floor,  
Angola Road Flyover, Harisabha Chowk,  
Post: Ramna, P.S.Mithanpura,  
Distt. Muzaffarpur, PIN-842002  
(Bihar), INDIA

Mobile No.+91-9431025219 / 9939247863

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

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

Epaper: [www.epaper.taasir.com](http://www.epaper.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 -HINDUSTAN SAMACHAR, UNN

## 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 2024

## ADVERTISEMENT RATES (COLOR)

Casual ----- Rs.350/- Per Sq.Cm  
Display ----- Rs.250/- Per Sq.Cm  
Political ----- Rs.300/- Per Sq.Cm  
Contractual ----- Rs.120/- 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

# 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:

<b>CBC Newspaper Code</b>	: 161823	<b>RNI Regn.</b>	: BIHURD/2013/54407
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: RNI
<b>Registration No.</b>	: BIHURD/2013/54407	<b>Quality of paper</b>	: Standard
<b>Language</b>	: Urdu	<b>Printing</b>	: Color
<b>Periodicity</b>	: Daily(M)	<b>Binding</b>	: Unbound
<b>Place of Publication</b>	: MUZAFFARPUR	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
<b>Address</b>	: RIZWAN AHMAD HOUSEKALYANI KEDARNATH ROADKESRI GALI	<b>No of Pages</b>	: 8
		<b>Total Print Area</b>	: 1716 Sq.Cms

- (a). This agreement is valid from : **01/04/2024 to 22/01/2025**  
(b). Circulation Accepted: **46023**  
(c). Agreed Rate per Sq.cm : **Rs. 30.03 [Rs thirty Rupees and three Paise]**  
(d). Net Rate after agency discount of 15% to CBC: **25.53** (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 निदेशक / Media Executive  
केन्द्रीय संचार बोर्ड / Central Bureau of Communication  
एच.डी. एच. भवन, लोधी रोड, नई दिल्ली-110003  
एच.डी. एच. भवन, लोधी रोड, नई दिल्ली-110003

Rate Contract Accept Date: 01/04/2024

Date of Issue of RC: 01/04/2024

RNI No. BIHURD/2013/54407



# TAASIR

Urdu Daily (M) Newspaper, Muzaffarpur, Bihar

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

**A LEADING NATIONAL URDU DAILY OF INDIA**

**MUZAFFARPUR, BIHAR:**

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

Mobile: +91-9431025219  
+91-9939247863

E-mail: [taasimuzaffarpur@gmail.com](mailto:taasimuzaffarpur@gmail.com)  
e-paper: [www.taasir.com](http://www.taasir.com)  
WhatsApp No. +91-9431025219

Mob.+91-9939247863

*Managing Editor*  
*Sanobar Fatma*  
**+91-99392-47863**

**MUZAFFARPUR (BIHAR)**

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

**PATNA (BIHAR)**

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

**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

**RANCHI (JHARKHAND)**

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

**HOWRAH (WEST BENGAL)**

Fakhrealam Villa  
Barabagan, Bankra No.1  
P.S.Domiur, 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)  
+91-9952864617

**DETAILS OF "TAASIR" MUZAFFAPUR 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**

For TAASIR

Sd/-  
**Sanobar Fatma**  
**(Managing Editor)**

**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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