

TAASIR - A LEADING NATIONAL URDU DAILY OF INDIA
CONSOLIDATED CURRENT CBC/DAVP RATES WEF.01-JAN-2026 (Website: <https://taasir.com/>)

Sr. No	Publication	Edition/City	State/UT	Language	Frequency	B/W Rate/Sq.cm	Colour Rate/Sq.Cm (40% Extra)	Circulations Accepted	Edition wise Email IDs	DAVP/CBC rate Remarks
1	TAASIR	Delhi	Delhi	Urdu	Daily	82.50	115.50	1,38,250	taasirdelhi@gmail.com	DAVP/CBC rate card available
2	TAASIR	Ranchi	Jharkhand	Urdu	Daily	88.58	124.01	1,48,429	taasirranchi@gmail.com	DAVP/CBC rate card available
3	TAASIR	Patna	Bihar	Urdu	Daily	82.41	115.37	1,38,100	taasirpatna@gmail.com	DAVP/CBC rate card available
4	TAASIR	Muzzaffarpur	Bihar	Urdu	Daily	59.68	83.55	88,500	taasirmuzaffarpur@gmail.com	DAVP/CBC rate card available
5	TAASIR	Howrah	West Bengal	Urdu	Daily	23.08	32.31	23,850	taasirhowrah@gmail.com	DAVP/CBC rate card available
6	TAASIR	Chennai	Tamil Nadu	Urdu	Daily	23.08	32.31	24,750	taasirchennai@gmail.com	DAVP/CBC rate card available
7	TAASIR	Bangalore	Karnataka	Urdu	Daily	23.08	32.31	24,800	taasirbangalore@gmail.com	DAVP/CBC rate card available
8	TAASIR	Guwahati	Assam	Urdu	Daily	23.08	32.31	24,800	taasirguwahati@gmail.com	DAVP/CBC rate card available
9	TAASIR	Mumbai	Maharashtra	Urdu	Daily	23.08	32.31	25,000	taasirmumbai@gmail.com	DAVP/CBC rate card available
10	TAASIR	Bhagalpur	Bihar	Urdu	Daily	23.08	32.31	23,200	taasirbhagalpur@gmail.com	DAVP/CBC rate card available
11	TAASIR	Gangtok	Sikkim	Urdu	Daily	23.08	32.31	22,750	taasirgangtok@gmail.com	DAVP/CBC rate card available
12	TAASIR	Bhopal	Madhya Pradesh	Urdu	Daily	23.08	32.31	24,750	taasirbhopal@gmail.com	DAVP/CBC rate card available
					TOTAL	497.81	696.93	7,07,179		


(OM PRAKASH SINGH)
For TAASIR
Advertisement Manager

Note: Please send **Cc email** for all communications to sshamim1974@gmail.com also.
GST will be charges for all advertisements @5% extra.
Agency discount: @15%
Extra Premium Charges for Front Jacket 75% and Page-3 and Last Page = 25% extra on base rate as per CBC/DAVP.
For further details please click on <https://taasir.com/tariff/>

Contacts:
9431025219 / 9958274003

TAASIR- A NATIONAL URDU DAILY

(A Multi Editions National Urdu Daily)

ADVERTISEMENTS TARIFF WEF. 01-JAN-2025

As per DAVP/CBC RATE (Government of INDIA Approved Rate)

TAASIR DELHI

Rate @ per sq.cm (₹)	Circulation	Advertisement size in Centi Meter	Ad Area in Sq.Cm.	Total Amount B/W (₹)	Total Amount for Colour (₹) (40% Extra)
82.50	1,38,250	Full-Page(52X33)	1716	1,41,570.00	1,98,198.00
82.50	1,38,250	Half - Page (25X33)	825	68,062.50	95,287.50
82.50	1,38,250	Quarter Page (16 X 25)	400	33,000.00	46,200.00

TAASIR-RANCHI (JHARKHAND)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
88.58	1,48,429	Full-Page(52X33)	1716	1,52,003.28	2,12,804.59
88.58	1,48,429	Half - Page (25X33)	825	73,078.50	1,02,309.90
88.58	1,48,429	Quarter Page (16 X 25)	400	35,432.00	49,604.80

TAASIR-PATNA (BIHAR)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
82.41	1,38,100	Full-Page(52X33)	1716	1,41,415.56	1,97,981.78
82.41	1,38,100	Half - Page (25X33)	825	67,988.25	95,183.55
82.41	1,38,100	Quarter Page (16 X 25)	400	32,964.00	46,149.60

TAASIR-MUZAFFARPUR (BIHAR)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
59.68	88,500	Full-Page(52X33)	1716	1,02,410.88	1,43,375.23
59.68	88,500	Half - Page (25X33)	825	49,236.00	68,930.40
59.68	88,500	Quarter Page (16 X 25)	400	23,872.00	33,420.80

TAASIR-BHAGALPUR (BIHAR)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	23,200	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	23,200	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	23,200	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-HOWRAH (WEST BENGAL)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	23,850	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	23,850	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	23,850	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-CHENNAI (TAMIL NADU)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,750	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,750	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,750	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-BANGALORE (KARNATAKA)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,800	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,800	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,800	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-GUWAHATI (ASSAM)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,800	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,800	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,800	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-MUMBAI (MAHARASHTRA)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	25,000	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	25,000	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	25,000	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-GANGTOK (SIKKIM)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	25,000	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	25,000	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	25,000	Quarter Page (16 X 25)	400	9,232.00	12,924.80

TAASIR-BHOPAL (MADHYA PRADESH)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,750	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,750	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,750	Quarter Page (16 X 25)	400	9,232.00	12,924.80

For other details please log on <https://taasir.com/> Mob. +91-9431025219 / 9958274003, GST@5% Extra on above tariff

Note: Please send **Cc email** for all communications to **sshamim1974@gmail.com** also.
GST will be charges for all advertisements @5% extra.
Agency discount: @15%
Extra Premium Charges for Front Jacket 75% and Page-3 and Last Page = 25% extra on base rate as per CBC/DAVP.



For Taasir
Pramod Kumar Pathak
(Advertisements Manager)



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

- (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **138250**
 - (c) Agreed Rate per Sq.cm : **Rs. 82.50 [Rs. Eighty-two and Fifty Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **70.12** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.
 13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

Disclaimer: Non submission of rate contract or submission of unsigned copy of rate contract (if uploaded) will be taken as non acceptance of the rate contract

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India

Soचना भवन, 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	: 161917	RNI Regn. No.	: JHAURD/2015/63792
Title of Newspaper	: TAASIR	CIR Base	: RNI
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: RANCHI	Binding	: Unbound
Address	: 203, ANAND PLAZABESIDES INDIRA PALACEHINOO, P.O & P.S. DORANDARANCHI-834002JHARKHAND	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **148429**
 - (c) Agreed Rate per Sq.cm : **Rs. 88.58 [Rs. Eighty-eight and Fifty-eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **75.29** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
 - *Provided that only one of the benefit at point (g) & (h) will be applicable.
 - (i) These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



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	: 161654	RNI Regn. No.	: BIHURD/2013/47670
Title of Newspaper	: TAASIR	CIR Base	: RNI
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: PATNA	Binding	: Unbound
Address	: 711, JAGAT TRADE CENTREFRASER ROADDISTT: PATNA BIHAR-801105	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 12
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **138100**
 - (c) Agreed Rate per Sq.cm : **Rs. 82.41 [Rs. Eighty-two and Forty-one Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **70.05** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.
 13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

Disclaimer: Non submission of rate contract or submission of unsigned copy of rate contract (if uploaded) will be taken as non acceptance of the rate contract

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



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	: 161823	RNI Regn. No.	: BIHURD/2013/54407
Title of Newspaper	: TAASIR	CIR Base	: RNI
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: MUZAFFARPUR	Binding	: Unbound
Address	: ZAFAR MARKET SECOND FLOOR AMGOLA ROAD FLYOVER HARISABHA CHOWK POST RAMNA P S MITHANPURA MUZAFFARPUR BIHAR	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **88500**
 - (c) Agreed Rate per Sq.cm : **Rs. 59.68 [Rs. Fifty-nine and Sixty-eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **50.73** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
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- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 - 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 his Newspaper fulfill 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.
 - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 - 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 signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

Disclaimer: Non submission of rate contract or submission of unsigned copy of rate contract (if uploaded) will be taken as non acceptance of the rate contract

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



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	: 161933	RNI Regn. No.	: WBURD/2016/68229
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: HOWRAH	Binding	: Unbound
Address	: H/O FAKHREALAMBARABAGAN, BANKRA NO.IP.S.DOMJUR	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **23650**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.
 13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

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Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
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CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India

Soचना भवन, 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	: 162088	RNI Regn. No.	: TNURD/2017/71669
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: CHENNAI	Binding	: Unbound
Address	: 77 MINT MODERN CITYBHOJARAJA NAGAROLD WASHERMENPET	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

1. (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **24750**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - (i) First Jacket / Top Page : 75% premium (on base rate)
 - (ii) 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
 - *Provided that only one of the benefit at point (g) & (h) will be applicable.
 - (i) These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
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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	: 162101	RNI Regn. No.	: KARURD/2014/58860
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Ordinary
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: BANGALORE	Binding	: Unbound
Address	: 117, 3rd Floor, Narayana Rao Building, Cubbonpet Road	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **23200**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.
 13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

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Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
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CENTRAL BUREAU OF COMMUNICATION

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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	: 162096	RNI Regn. No.	: ASSURD/2015/63590
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: GUWAHATI	Binding	: Unbound
Address	: 55 Jalil Mansion Office No 101 Ground Floor P D Chaliha Road Hedyatpur Silpukhuri	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

1. (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **24800**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - (i) First Jacket / Top Page : 75% premium (on base rate)
 - (ii) 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
 - *Provided that only one of the benefit at point (g) & (h) will be applicable.
 - (i) These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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.
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 5. The publisher undertakes that his Newspaper fulfill 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.
 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 - 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.
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 8. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
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 11. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
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On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
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CENTRAL BUREAU OF COMMUNICATION

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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	: 162106	RNI Regn. No.	: MAHURD/2021/82354
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: MUMBAI	Binding	: Unbound
Address	: KHALIL MANSION VATSALA TAI NIKE NAGAR ADJACENT RATION SHOP NEAR BALWADIKURLA SIGNAL CHEMBUR DIST MUMBAI 400071 MAHARASHTRA	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **25000**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
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 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
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 - The publisher undertakes that his Newspaper fulfill 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.
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 - 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.
 - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 - 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 signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

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Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC


इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



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	: 162112	RNI Regn. No.	: BIHURD/2017/74979
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: BHAGALPUR	Binding	: Unbound
Address	: 92 SOHRAB MANSION AHMED COLONY AT GHANI CHAK POST BHAGALPUR CITY PS MOJAHIDPUR DISTT BHAGALPUR BIHAR PIN 812002	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026 to 31/12/2027**
 - (b) Circulation Accepted: **23200**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 - 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 his Newspaper fulfill 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.
 - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 - 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 signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

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इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
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CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India

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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	: 162121	RNI Regn. No.	: SIKURD/2014/59816
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: EAST GANGTOK	Binding	: Unbound
Address	: BELOW CITIZEN BANK NAMNANG ROAD	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **22750**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
 - 3rd Page / Last Page : 25% premium (on base rate)
 - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
 - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
 - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- *Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
 2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 CBC 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, 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 - 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.
 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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
 9. 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.
 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 CBC <https://cbcindia.gov.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 / 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.
 13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 uploading a scanned copy of the same through the vendor login area,only.

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On behalf of Publisher

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सहायक निदेशक / Assistant Director
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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	: 162142	RNI Regn. No.	: MPURD/2021/84907
Title of Newspaper	: TAASIR	CIR Base	: CA
Language	: Urdu	Quality of paper	: Standard
Periodicity	: Daily(M)	Printing	: Color
Place of Publication	: BHOPAL	Binding	: Unbound
Address	: B-1 AKANSHA APARTMENT GROUND FLOOR KOHEFIZA P S KOHEFIZA P O GPO	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1716 Sq.Cms

- (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
 - (b) Circulation Accepted: **24750**
 - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
 - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
 - (e) Premium rate will be given for display advertisements in dailies
 - First Jacket / Top Page : 75% premium (on base rate)
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