

## 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 - GANGTOK

Effective from 1<sup>st</sup> January 2026

**TAASIR**

(Urdu Daily, Gangtok)

R.N.I. No. SIKURD/2014/59816

**REGD. OFFICE**

Below Citizen Bank,  
Nam-Nang Road, Gangtok,  
Sikkim, Pin-737101 India

**HEAD OFFICE**

G-1/374, Daal Mill Road  
Uttam Nagar  
New Delhi 110059, INDIA

Mobile No.+91-9431025219 / 9939247863

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

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

## PARTICULARS

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

## 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

Payable at "**PATNA**"

### For RTGS Online Fund Transfer Details:

Payee Name : TAASIR, Name Of Bank : State Bank Of India  
A/C No. : 45262870244, IFS Code : SBIN0000152, Branch Code 0152  
Type Of A/C : Current Account, Branch : MAIN BRANCH (Patna, Bihar)  
Payee Mobile No. : 9931142949, Payee e-Mail. : mdgauhar@gmail.com

Effective from 1<sup>st</sup> January 2026

## ADVERTISEMENT RATES

Casual ----- Rs.400/- Per Sq.Cm  
Display ----- Rs.275/- Per Sq.Cm  
Political----- Rs.300/- Per Sq.Cm  
Contractual ----- Rs.225/- Per Sq.Cm

## CLASSIFIED

Rs.6.00/- (Per Word) Minimum 50 Words

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

Ear Panels -----Rs.1200=00 Per Panel  
25 Panels ----- Rs.800=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



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

1. (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
  - (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.
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 विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
नई दिल्ली-110003 / New Delhi-110003