



PRD No. 4684/D/2010

Dated:.....

The Advertisement Manager,

Subject:- Renewal of advertisement rates for the year 2010-2011

Sir,

The New Delhi Municipal Council invites advertisement rates, to be charged by your newspaper for publication of NDMC's advertisements during the year 2010-2011 (1.4.2010 to 31.3.2011) on the Performa enclosed giving a certificate of confirmation that rates offered are the same as offered to other bodies i.e. MCD, DDA, Public Sector Undertakings and Autonomous bodies etc. & also enclosing certificate of circulation and their outlet centres.

Your quotations should be as per the following terms & conditions and should reach the office of the Director (Public Relations), NDMC, Room No. 2001, 2nd floor, Palika Kendra, Sansad Marg, New Delhi latest by **12/03/2010**.

1. The rates for full financial year (1.4.2010 to 31.3.2011) will be accepted. No mid-term revision in respect of Contract Rates will be accepted under any circumstances.
2. No surcharge in terms of percentage over and above usual rates will be acceptable.
3. The quotations must be submitted only on the prescribed Performa (attached herewith).
4. In case of employment advertisements days of the week on which appointment page is published be clearly stated in separate column.
5. Rate Card indicating tariff for editions other than Delhi edition, proof of circulation claimed should be attached with the Performa.
6. Payment will strictly be made as per release order specification.
7. The circulation claimed must be supported by a certificate of circulation issued by DAVP alongwith recent RNI audit report or ABC. No other claim will be considered.
8. Separate photocopy of the Performa must be used for submitting different newspapers/editions/combined rates.
9. The New Delhi Municipal Council reserves the right to accept or reject any quotation without assigning any reason thereof.
10. Economy factor in expenditure, circulation, covering major cities, press coverage of NDMC news will also be considered while issuing advertisements to the newspaper.

(ANAND TIWARI)
DIRECTOR (PR)

Encl. Performa

**PARTICULARS AND RATES FOR PUBLICATION OF ADVERTISEMENTS OF
NEW DELHI MUNICIPAL COUNCIL DURING 2010-2011**

1. **Title of Newspaper** : _____
2. **Place of Publication** : _____
3. **Income tax A/c No. (PAN Number)** : _____
4. **Newspaper approved by MCD/DDA/
Delhi Jal Board** (enclose the latest
approval letter) : _____
5. **Circulation certified by ABC/RNI/DAVP** : _____
6. **Circulation in NDMC area** (please
enclose the particulars of outlets, this
information is required for Appeal, Public
Notices etc. issued for the benefit of
NDMC residents.) : _____

Sr. No.	Nature of Advt.	CLASSIFIED Rates per sq. cms.	DISPLAY Rates per sq. cms	
			<i>B&W</i>	<i>Coloured</i>
a)	Public Notice	Rs. _____	Rs. _____	Rs. _____
b)	Tender Notice	Rs. _____	Rs. _____	Rs. _____
c)	Auction Notice	Rs. _____	Rs. _____	Rs. _____
d)	Call Back Notice	Rs. _____	Rs. _____	Rs. _____
e)	Employment Notice	Rs. _____	Rs. _____	Rs. _____
f)	Short Term Tender	Rs. _____	Rs. _____	Rs. _____
g)	Entertainment		Rs. _____	Rs. _____
h)	Gen. Display (Misc.)		Rs. _____	Rs. _____

Separate rates may be quoted for
Metro/Mahanagar/HT City/Delhi Times/Express News line/Magazine Sections/ Edition/Supplement.

Remarks if any _____

For & on behalf of Newspaper

Title: _____

Signature: _____

Name of Signatory: _____