



**PUBLIC RELATIONS DEPARTMENT  
NEW DELHI MUNICIPAL COUNCIL  
PALIKA KENDRA, NEW DELHI-110001**

No. PRD/53918/D/2023

Dated: 24-1-2023

**The Advertisement Manager,**

**Subject:- Publication for Renewal of empanelment for publication of Advertisement during the year 2023-24 for Delhi NCR as well as All India edition**

Sir,

The New Delhi Municipal Council (NDMC) invites advertisement rates, to be charged by your newspaper for publication of NDMC's advertisements during the year 2023-24 (01-04-2023 to 31-03-2024) as per the approved DAVP rates **on the proforma enclosed only.**

Your quotations should be as per the following terms & conditions and should reach the office of the Director (Public Relations), NDMC, Mezzanine Floor, Public Relations Department, Palika Kendra, Sansad Marg, New Delhi - 110001 latest by 10.02.2023.

1.	The rates of the full financial year (01-04-2023 to 31-03-2024) will be accepted. No mid-term revision in respect of Contract Rates will be accepted under any circumstances.
2.	Those newspaper/dailies, which are most economical and cost effective & also cover NDMC's activities will be considered for release of advertisement on priority.
3.	The DAVP rates as and when revised by the DAVP shall be applicable to NDMC for Delhi Edition as well as All India Edition
4.	Any surcharge in respect of percentage over and above the usual rates will not be accepted.
5.	The days of the specific advertisement columns for employment or other advertisements be clearly mentioned in the separate column
6.	The rates for the editions other than Delhi should be submitted alongwith the certified circulation claim duly verified by the Competent Authority
7.	The circulation claimed should be applicable only issued by DAVP alongwith recent audit report of RNI 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.	NDMC 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.
11.	The proof of empanelment with DAVP under the latest guidelines/parameters being implemented by Central Government to be also enclosed along with the documents as requirement.
12.	The rates must be submitted only on the prescribed performa, attached herewith, no other format will be accepted.

Signed by Parag Karunakar Singh

Date: 24-01-2023 23:14:34  
(Parag K. Singh)

DIRECTOR (PR)

Encl. Performa

 Copy to :- Director(IT) for uploading on the NDMC website.

2023

**NEW DELHI MUNICIPAL COUNCIL DURING 2023-24**

1. Title of Newspaper : \_\_\_\_\_
2. Place of Publication : \_\_\_\_\_
3. Income tax A/c No. (PAN Number) : \_\_\_\_\_
4. Empanelled with DAVP or not (Attached latest proof) : \_\_\_\_\_
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	
			B&W	Coloured
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 & Stamp: \_\_\_\_\_

Name of Signatory: \_\_\_\_\_

\_\_\_\_\_ (Email ID)