



**PUBLIC RELATIONS DEPARTMENT**  
New Delhi Municipal Council  
Palika Kendra, New Delhi-110001

No. PRD/...../D/2017

Dated: .....6/1/17

**The Advertisement Manager,**  
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.....

**Subject:- Renewal of advertisement Rate for the year 2017-18**

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 2017-18 (01-04-2017 to 31-03-2018) **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 03-02-2017

1.	The rates of the full financial year (01-04-2017 to 31-03-2018) will be accepted. No mid-term revision in respect of Contract Rates will be accepted under any circumstances.
2.	The quotation must be submitted with 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.
3.	If NDMC anytime found that any newspaper quoted the higher rate to NDMC, compared to the other similar government, PSU, Autonomous agency/agencies, in this situation, NDMC has right to stop the advertisement for future.
4.	No surcharge in terms of percentage over and above the usual rates will be accepted.
5.	The quotations must be submitted only on the prescribed proforma (attached herewith).
6.	In case of employment advertisement days of the week on which appointment page is published be clearly stated in separate column.
7.	Rate card indicating tariff for editions other than Delhi edition, proof of circulation claimed should be attached with the proforma.
8.	The circulation claimed and their outlet centres must be supported by a latest certificate of circulation issued by DAVP alongwith recent RNI audit report or ABC. No other claim will be considered.
9.	Separate photocopy of the performa must be used for submitting different newspapers/editions/combined rates.
10.	NDMC reserves the right to accept or reject any quotation without assigning any reason thereof.
11.	Economy factor in expenditure, circulation, covering major cities, press coverage of NDMC news will also be considered while issuing advertisements to the newspaper.

*Raman*  
**(RAMAN MEHTA)**  
DIRECTOR (PR)

**Encl. Performa**

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

Tel:- 23362267(O), Fax No. 23363753, M :- 9818974184

**PARTICULARS AND RATES FOR PUBLICATION OF ADVERTISEMENTS OF  
NEW DELHI MUNICIPAL COUNCIL DURING 2017-2018**

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	
			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: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Detail: \_\_\_\_\_ (Mobile)

\_\_\_\_\_ (Office Phone No.)

\_\_\_\_\_ (Fax No.)

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