

**GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA**

No.F.65(1)-ICA/ADVT/2021

Dated, Agartala the 19th June, 2021.

MEMO

The decision taken in the first meeting of Empowered Advertisement Committee held on 02/06/2021 constituted vide notification No.F.65(318)-ICA/2021/ADVT/P-III/1150-57 dated 27th May, 2021 in compliance of implementation of the policy, The Tripura Advertisement Policy, 2021 is given below.

1. Fixation of percentage of advertisement between Print, Electronic channel, Web media etc out of total advertisement.

- a) As per as possible the ICA Department will release of advertisement in the enlisted media categorized with the Department according to the percentage as mentioned below. The ratio of advertisement as mentioned below will be calculated at the end of the financial year.

Sl. No.	Type of media	Percentage (%) In Rupee terms	Remarks
1	"A 1" Category newspaper (including outside newspaper)	18 %	In case total number of categorized newspapers is less than 2, percentage of advertisement will be 10 %.
2	"A " Category newspaper	18 %	
3	"B " Category newspaper	18 %	
4	"C" Category newspaper (including language newspaper)	8 %	
5	Electronics Media	25%	
6	Weeklies, Websites, FM Radio, Internet, Social Media etc	7 %	
7	Advertisement to the unlisted media(including outside Media)	6%	

- b) In case of number of categorized newspaper in any category is nil/one, the percentage of advertisement fixed for the said category as mentioned above would be distributed among the other categorized newspaper proportionately.

2. Eligibility criteria for categorization of enlisted media (Newspapers/ Magazines/Radio/Electronic/Website/Social Media).

2.1. Categorization of Newspapers

The Empowered Advertisement Committee as per the Advertisement Policy, 2021 has recommended the eligibilities criteria for newspapers with the ICA Department. The validity period of each categorized newspapers will be 6(six) months subject to fulfillment of criteria and recommendation by the committee. There shall be 4 (four) different type of newspapers to be categorized with the ICA Department out of enlisted newspapers. The eligibility for different categories of newspapers are as follows:

Criteria	Eligibilities for different categories in newspapers			
	A1	A	B	C/enlisted
Type of Publication	Daily Newspaper	Daily Newspaper	Daily Newspaper	Daily/weekly Newspaper
Minimum Period of uninterrupted publication	5 years	4 years	2 years	1 year
Minimum Publication in a week	6 days	6 days	5 days	5 days for dailies
Circulation Certificate	ABC(ABC certificate Mandatory)	ABC (ABC certificate Mandatory)	CA certificate to be submitted	CA certificate to be submitted
Minimum size of newspaper	45 cm x 8 standard col.	45 cm x 8 standard col	45cm x 8 standard col.	35 cm x 6 standard col.
Minimum nos. of printed page	12 pages	10 pages	6 pages	4 pages
Nos. of paid circulation	50,000 and above	20,000 to 49,999	10,000 to 19,999	Daily-2,500 to 9,999
Coverage of Authorized sales agent in number of Districts, Sub-Divisional HQ's and Block HQ's	All District, Sub-division and Block Headquarters	All District, Sub-division and Block Headquarters	All District Headquarters, at least 80% of Sub-Division & 60% Block Head quarter's	All District Headquarters, at least 60% of Sub-Division and 40% Block Head quarter's
Statement of Audit and Balance Sheet	Shall be submitted annually	Shall be submitted annually	Shall be submitted annually	May be considered
Offset Printing machine	Should have own Offset (wave) printing machine	Should have own Offset (wave) printing machine	Must have their own printing press	May be considered
Type of document to be furnished	I. Submission of GST return. II. Submission of ABC Certificate regarding circulation. III. Submission of list of employees IV. Submission of name and contact number of Newspaper agent in different Sub-Division V. Other required document as per eligibility criteria.	I. Submission of GST return. II. Submission of ABC Certificate regarding circulation III. Submission of circulation certificate IV. Submission of list of employees V. Submission of name and contact number of Newspaper agent in different Sub-Division VI. Other required document as per eligibility criteria	I. Submission of GST return. II. Submission of CA Certificate regarding circulation. III. Submission of circulation certificate IV. Submission of list of employees V. Submission of name and contact number of Newspaper agent in different Sub-Division VI. Other required document as per eligibility criteria	I.Submission of GST return. II.Submission of CA Certificate regarding circulation. III.Submission of circulation certificate IV. Submission of list of employee. V. Submission of name and contact number of Newspaper agent in different Sub-Division VI. Other required document as per eligibility criteria

- i) The application format for enlistment of newspapers is given in Annexure-A for recommendation by the Committee.
- ii) The relevant documents as per eligibility criteria are to be submitted after end of every financial year except circulation certificate. The circulation certificates are to be furnished in every six months.
- iii) If any newspapers failed to furnish the above mentioned documents in time issuing of advertisement will be stopped immediately.
- iv) Categorization of each newspapers as per eligibility criteria will be considered twice in a year except in other period as desired by the Empowered Advertisement Committee i.e. in the month of June & December.

2.2. Distribution of Advertisement in the enlisted newspapers

2.3. Classified advertisement

- a) As per as practicable, the Department will be distribute classified advertisement category wise in enlisted newspaper as per ratio as follows: But ceiling limit of percentage of advertisement against each categories out of 100 Rupee terms cannot be excided.

A1: A : B : C/unlisted = 1 : 1 : 1 : 1

- b) Any category having more than one newspaper, advertisement will be distributed alternatively in the same category.
- c) As far as possible the release of Advertisement will be based on the criteria set in the policy however in case of specific request by any Department, the Information and Cultural Affairs Department will consider releasing the advertisement in specific newspapers.

2.4. Display Advertisement:

- a) As per as practicable, the Department will distribute display advertisement category wise in enlisted newspaper as per ratio as follows: But ceiling limit of percentage of advertisement against each category out of 100 Rupee terms cannot be exceeded.

A1: A:B: C/unlisted= 1:1: 1 : 1

- b) If the State Government decide in a special occasion display advertisement may be issued to all the listed/unlisted newspapers.

2.4.1. Specification for offset Printing in Newspaper: Point-8, Space between work-Normal, Space between line- single

For letter printing Newspapers: Point-8, Space between word-Normal, Space between line-Single line spacing (for English), and 1 & ½ line spacing (for Bengali)

2.4.2. If there is no eligible category of enlisted papers for release of advertisement, the Information & Cultural Affairs Department reserves the right to release the advertisement in other segments/categories listed with the Department which may be as possible be proportionately distributed in other categories.

2.5. Advertisement Rates for Newspapers:

The proposed rates for advertisement of different categories of newspapers are given below-

Category	Rate per col. centimeter
Category "A1"	Rs.115/-
Category "A"	Rs.110/-
Category "B"	Rs.90/-
Category "C"/unlisted	Rs.65/-

In case of multi-color display advertisements the rates would be:

Category	Rate per column Centimeter
"A1", "A", "B", & "C"/unlisted	45% above the rate of Black & White Display Advertisement and negotiable case to case basis.

2.6. Type of Advertisement:

The placement of advertisement will be decided on the basis of type of advertisement i.e. whether the advertisement is **A**. Classified **B**. Display.

2.6.1 Classified Advertisement: Classified advertisement' means advertisements which are published under special title whether it is: - i) Public Notice; ii) Tender Notice; iii) Corrigendum iv) Any other type of advertisements: Admission Notice, recruitment etc.

2.6.2. Criteria for Classified advertisement:

i) Public Notice - In normal course, any public notice like Missing Notice or Lost Notice, Found Notice etc. shall be got published in at least Five newspapers. Measuring the gravity of the notice Information and Cultural Affairs Department shall have the full right to release the matter in Electronic/Web media too.

ii) Tender Notice - If the subject matter of the advertisement is a tender notice, then the Information and Cultural Affairs Department would release the advertisements and it will be released as per GFR rules.

** The Information and cultural affairs department shall have the right to prepare a specific format for any Tender Notice. And all the client advertising departments must supply the Tender Notice as per the format. Otherwise, Tender Notice will not be released for publishing.

iii) Corrigendum - The Corrigendum advertisements would be released as per the request/recommendation of the concerned department. In case no request is made by the Department, then the selection of newspapers and their number would be made keeping in view the subject matter and target readers and the decision of the Information and cultural affairs department shall be final.

iv) Any other type of advertisements: The admission notice, recruitment Notice advertisement and any other kind of advertisement would be released to the number of newspapers/electronic channels as requested by the department. However, the decision of Information and cultural affairs department shall be final in this regard.

2.7. Display Advertisement. 'Display advertisement' means dissemination of the material based on topics of mass-campaign, programme, important policy, achievement, announcement of new policy and historical and socio-economic topics in an attractive manner".

2. 8. Criteria for Display Advertisement:

(a) Display advertisements will also be released in furtherance of various publicity campaigns launched in the state from time to time for educating the masses about policies, programmes and achievements of the State Government.

(b) Display advertisements may also be released on other important occasions like inauguration or foundation stone laying ceremonies of various projects.

(c) Display advertisements may also carry the appeal/message of H.E. the President of India, Prime Minister, the Governor, the Chief Minister, Minister or any other dignitary holding any Government office or person relevant to the occasion. The relevant person may be the person who has been invited to preside over the function, inaugurate the function/project or to lay the foundation stone of the project or the function/project has been organized in the name or memory of such person.

(d) The display advertisements, which in one way or the other, highlight programmes, policies, vision and achievements of the state the visuals or photographs of any appropriate/relevant national/State leader or any other prominent personality, whose ideals and life-sketch suits the occasion, may also be used. The prominent personality here may be any role model in public life. The basic objective of using the photographs/sketch or symbol of any such prominent personality would be:

(i) To give effect and wider acceptability to the message carried through these advertisements;

(ii) To generate feeling of participation in the democratic process amongst all sections of the society; and

(iii) To motivate and inspire the younger generation and to make them feel proud of the history of the country, to feel proud of our leaders/trendsetters and to cherish the ideals set forth by them.

(e) Client advertising Department would request to release display advertisements on various important occasions like Independence Day, Republic Day, Kokborok Day, Statehood Day, death or birth anniversary of prominent national and state leaders, festivals and other important occasions/events to educate the masses not only about their ideology, but also the policies, programmes and achievements of the State Government.

2.9. The content and design of any advertisement would be the exclusive concern of the concerned advertisement seeking department or to which the advertisement relates.

2.10. Any other type of Display advertisement to print media like Full Page, Half Page (Vertical), Half Page (Horizontal), Quarter page, Sky bus, Pointer advertisement, Advertorial etc. will be accepted & released in column cm.

2.11. The Information and Cultural Affairs Department reserves the right to release any other type of advertisement as not mentioned in the Policy, in any media for public interest.

2.12. Checking of Coverage/Circulation etc: Information and Cultural Affairs Department reserves the right to have field verification of circulation figures of enlisted newspapers given by the concerned proprietor/owner of newspapers through its field

functionaries or through other methods like third party evaluation, use of technology etc. for categorization /delist of particular enlisted newspapers.

2.13. All the enlisted newspaper will be requested to submit a fresh relevant required upto date documents as per eligibility criteria for categorization of newspapers according to the Advertisement Policy, 2021.

3. Categorization of Electronic Media:

3.1. The validity period of each categorized Electronic Media will be 6(six) months subject to fulfillment of criteria and recommendation by the committee. The proposal for categorization of Electronic Media for recommendation of Empowered Advertisement Committee in respect of Electronic Media namely “A1”, “A”, “B”, “C” & “D” are given below:

Category wise eligibilities are-

Criteria	Category-A1	Category-A	Category-B	Category-C	Category-D
Uninterrupted telecasting	At least 6 Years	At least 4 Years	At least 3 years	At least 2 years	At least 1 years
Telecasting Coverage area	All District, Sub-Division & Block HQ's in the State. Outside the State.	At least 5 District HQ and 15 Sub-Divisions directly.	At least 4 District HQ's and 9 Sub-Divisions directly.	At least 3 Districts and 5SubDivisions directly	At least 1(one) District HQ and 2(two) Sub-Divisions directly.
Daily Programme Schedule (At-least)	24hrs. Uninterrupted programmes including minimum of 7live news bulletins (Bengali /Kokborok) with a duration of at least 15 mins. Each Or 24 hrs. uninterrupted programmes with minimum of 3(three) new cultural program/ panel discussion /talk show / live performance etc. in Bengali and Kokborok	24 hrs. Uninterrupted daily programmes including a minimum of 7 live news bulletins in 24 hrs in Bengali / Kokborok with duration of at least 15 mins. each. Or 24 hrs. Uninterrupted daily programmes including a minimum of 3(three) new cultural program/panel discussion/talk show/live performance etc. in Bengali and Kokborok.	10(ten) hours of uninterrupted daily programmes including a minimum of 5(five) live news bulletins Bengali and Kokborok with duration of at least 10(ten) minutes each in Prime time	At least 5(five) hours of uninterrupted daily programme including a minimum of 2(two) news bulletin (live) with duration of 10 (ten) minutes each. Or At least 5(five) hours of daily programmes including a minimum of 2(two) new cultural programme /panel discussion / talk show / live performance etc. in Bengali and Kokborok.	At least 2(two) hours and above daily cultural and news based/live programmes in prime time.

- i) The relevant documents as per eligibility criteria are to be submitted after end of every financial year except coverage area certificate. The coverage area certificates are to be furnished in every six months.
- ii) If any Electronic channels failed to furnish the above mentioned documents in time of issuing of advertisement will be stopped immediately.
- iii) The application format for enlistment of Electronic Channel is given in Annexure-B for recommendation by the Committee.
- iv) Categorization of each Electronic Media/Cable TV Channels as per eligibility criteria will be considered twice in a year except in other period as desired by the Empowered Advertisement Committee i.e. in the month of June & December.

3.2. Proposed rates for categorized Electronic Media/Cable TV channels:

The rate of advertisement for different categorized Electronic Media recommendation by the Empowered Advertisement Committee are as follows:

Particulars			Rate (Prime time i.e. 6.00 pm to 10.00 pm)					Rate (Beyond prime time)			
Type	Duration	Period	Cat.A1	Cat. A	Cat.B	Cat.C	Cat.D	Cat.A1 Cat. A	Cat.B	Cat. C	Cat. D
Short display advt. (full screen)	Up-to 30 sec.	7 days / 5 times a day	Rs.6010/-	Rs.6,000/-	Rs. 3750/-	Rs. 3000/-	Rs. 2250/-	Rs. 3750/-	Rs. 3000/-	Rs. 2250/-	Rs. 1500/-
		15 days / 5 times a day	Rs.11255/-	Rs. 11250/-	Rs. 7500/-	Rs. 4500/-	Rs. 3750/-	Rs. 6000/-	Rs. 4500/-	Rs. 3000/-	Rs. 2250/-
		One month / 5 times a day	Rs.18755/-	Rs. 18750/-	Rs. 15000/-	Rs. 7500/-	Rs. 6000/-	Rs. 7500/-	Rs. 6000/-	Rs. 4500/-	Rs. 3750/-
	From 31 sec. to 1 min.	7 days / 5 times a day	Rs.11255/-	Rs. 11250/-	Rs. 7500/-	Rs. 4500/-	Rs. 3000/-	7500/-	Rs. 6000/-	Rs. 3750/-	Rs. 2250/-
		15 days / 5 times a day	Rs.18755/-	Rs. 18750/-	Rs. 12750/-	Rs. 7500/-	Rs. 6000/-	Rs. 9000/-	Rs. 7500/-	Rs. 6000/-	Rs. 3750/-
		1 month / 5 times a day	Rs.30,005/-	Rs. 30000/-	Rs. 18750/-	Rs. 9000/-	Rs. 7500/-	Rs. 11250/-	Rs. 7500/-	Rs. 6750/-	Rs. 5250/-
Scrolling advt.	Up to 50 words	Rs.405/- per day	Rs. 400/- Per day	Rs. 300/- per day	Rs. 200/- per day	Rs. 100/- per day	NB:- In case of period of telecast less than 7(seven) days duration in all category of above table, it will be calculated for payment as per proportionate rate per secant in all three duration of above table with telecast by the concerned electronic/TV channels				
Top screen	Full operation duration	Rs.605/- Per day	Rs. 600/- per day	Rs. 500/- per day	Rs. 400/- per day	Rs. 300/- per day					
			Cat.A1 Cat. A	Cat. B	Cat. C	Cat. D					
Message on special Occasion	Up to 10 mint	Per telecast	Rs.3500	Rs.3200	Rs.2200	Rs. 1300	Rs.1000	Rs.2200	Rs.1700	Rs.1100	Rs700
Classified advt. Clause 8.1(a), 8.1(a)iv and 8.1(c)	Up to 30 sec	Per telecast	Rs. 300/-	Rs.270/-	Rs.250/-	Rs. 220/-	Rs. 200/-	Rs. 180/-	Rs. 160/-	Rs.130/-	Rs.110/-
	Up to 1 min.	Per telecast	Rs.450/-	Rs.350/-	Rs.320/-	Rs. 300/-	Rs. 280/-	Rs. 250/-	Rs. 200/-	Rs.180/-	Rs.150/-
	Above 1 mint.	Per telecast	Rs.200 per30 sec	Rs.175/- per 30 sec	Rs.160/- per 30 sec	Rs. 140/- per 30 sec	Rs. 130/- per 30 sec	Rs. 150/- per 30 sec	Rs 75/- per 30 sec	Rs.65/- per 30 sec	Rs.60/- per 30 sec
Display advt. as	Up to 30 sec	Per telecast	Rs. 400/-	Rs.350/-	Rs.300/-	Rs. 275/-	Rs. 250/-	Rs. 250/-	Rs. 200/-	Rs.175/-	Rs.150/-

Clause 2(A) a, b, c, d	Up to 1 mint.	Per telecast	Rs.550 /-	Rs.500 /-	Rs.450 /-	Rs. 420/-	Rs. 390/-	Rs. 350/-	Rs. 300/-	Rs.250/-	Rs.200 /-
Clause 8.2(B) Clause 8.2(C) & Clause 8.2(D)	Above 1 mint.	Per telecast	Rs.250 /- per 30 sec	Rs.220 /- per 30 sec	Rs.200 /- per 30 sec	Rs. 180/- per 30 sec	Rs. 160/- per 30 sec	Rs. 150/- per sec	Rs. 130/- per sec	Rs. 110/- per sec	Rs. 100/- per sec

3.3. MSO's(Multi System operator's):MSO means a cable operator who receives a programming service from a broadcaster or his authorized agencies and retransmits the same or transmits his own programming service for simultaneous reception either by multiple subscribers directly or through one or more cable operators and includes his authorized distribution agencies by whatever name called;

- i. In the interest of broadcasting advertisements uninterruptedly the MSO's (Control rooms) must obtain the prior approval of the Information and Cultural Affairs Department/District Magistrate of respective districts before disconnecting/adding new lines to any Television Media.
- ii. All the District Magistrates of the State shall annually submit updated list of MSO's and Cable TV channels in their respective districts to the Director of Information and Cultural Affairs Department.
- iii. The Information and Cultural Affairs department reserves the right to ask MSO's of any District of the State to provide its subscribers list, authorized distribution agencies or other necessary details as and when required.

3.4. Checking of Coverage area: Information and Cultural Affairs Department reserves the right to field verified for authentication of telecasting network coverage status/viewership of different enlisted Electronic Channel through its field functionaries or through other methods like third party evaluation, use of technology etc. for categorization /delist of particular enlisted Electronic Channel.

3.5. Distribution of advertisement in the electronic channels/Cable media:

Classified Advertisement: Any classified advertisement as Public Notice etc. will be distributed in electronic media category wise as follows-

A1: A: B: C: D= 2:1:1: 1:1

Display Advertisement: The Display advertisement in enlisted Electronic Media will be distributed as in the ratio as-

A1: A: B: C: D= 2:1:1: 1:1

- 3.6. a)** All the enlisted Electronic Channels/Cable Media needs to be submitted all relevant required upto date documents at the end of the financial year except telecasting area coverage certificate as per eligibility criteria for categorization according to the Advertisement Policy, 2021. Telecasting area coverage certificate are to be submitted once in every six months.

b) If any Electronic channels/Cable media failed to submit all the above mentioned upto date documents issuing advertisement will be stopped immediately

4. Categorization of Internet Website / New media:

4.1. Enlistment of Website:-Internet Website working for at least 3(three) years may be considered for enlistment. While submitting application for enlistment, the Website owner will have to submit filled up prescribed format to be supplied by the ICA Department with detail information of viewership. On receipt of filled up application, ICA Department will refer the information regarding viewership for verification and authentication to the Director, Information and Technology, Government of Tripura. After that the application will be placed before the Empowered Advertisement Committee for consideration and necessary recommendation. The Committee has recommended for categorization as follows:

A. Category- Website should be enlisted in two categories namely **Category-A** and **Category B**. They must fulfil the following criteria

Criterion for Category A

- i) Duration of Domain Registration of the Server for the Website must be 4(four) years or above.
- ii) Along with other features the website should also carry daily news.
- iii) The website should be daily updated.
- iv) The Website should be found out through internationally reputed search engine.
- v) Number of visitors should be at least 50,000 per month.

Criterion for Category B

- i) Duration of Domain Registration of the Server for the Website must be 3(three) years or above.
- ii) Along with other features the website should also carry daily news.
- iii) The website should be daily updated.
- iv) The Website should be found out through internationally reputed search engine.
- v) Number of visitors should be at least 30,000 per month.

B. The validity period of each categorized Internet Website/New Media will be 6(six) months subject to fulfilment of criteria and recommendation by the committee.

4.2. Distribution of Advertisement in Internet Web /New Media: Regarding distribution of advertisement to the Internet Web Media the below mentioned decision has been taken:

Any advertisement will be distributed among different enlisted category of Web Media/New Media in the ratio of total viewership figure in that respective category. However, final distribution ratio shall be decided by the Empowered Advertisement Committee.

4.3. Rate of advertisement for Internet websites:

The rate of advertisement for different Internet websites recommended by the Empowered Advertisement Committee are as follows:

Category	Content	Duration	Rate
A	1 MB or part thereof of web data storage space	One month or the date fixed by the concerned department which over is less	Rs.1,200/-
B	-DO-	One month or the date fixed by the concerned department which over is less	Rs.900/-

4.4. Apart from this the Empowered Advertisement Committee recommended:

- i) All the enlisted Internet Website needs to be submitted all relevant required upto date documents as per eligibility criteria for categorization according to the Advertisement Policy, 2021.

4.5. The Empowered Advertisement Committee recommended the following terms and conditions for release of advertisement.

- i) Display and Classified advertisement to website cannot be claimed as a matter of right. However, advertisement to website may be issued on the basis of requirement to be publicized through website. Distribution of advertisement to A and B category may be 2 : 1 basis. In no case a B category website will be issued more advertisement than a A category website. If such condition arise due to less number of B category website, the extra advertisement will be distributed among the A category websites equally.
- ii) The classified advertisement in the website should be for a particular period and it should not be less than one month or upto the date fixed by the concerned Department whichever is earlier.
- iii) All Department of the State Government will send advertisement required to be publicized through Website to the ICA Department No advertisement will be issued to website without having routed through the ICA Department.
- iv) All Departments should also have their tender Documents hosted on the State Government Official Website by sending a Soft Copy (on a Floppy Disk) of the relevant tender documents to the SIO, National Informatics Centre, Tripura State Unit, Treasury Building, Agartala for wide publicity of the documents free of cost.
- v) Advertisement shall not be issued to a Website which violates norms of journalistic code of conduct. State Government shall not release advertisement to website which incites communal disharmony or preach violence or offend socially accepted convention of public decency and morals.
- vi) Advertisement shall not be issued to any website further if any defacement of advertisement content is noticed.

***NB-** The application format for enlistment of Internet Website is given in Annexure-C for recommendation by the Committee.

5. Decision of the Empowered Advertisement Committee for Radio/FM Radio/Community Radio station:

- a) Radio channel/FM Radio/ Community Radio channel of Government of India/ State Government / Prasar Bharti would be automatically included in the approved list.
- b) Such Radio channel/FM Radio/ Community Radio channel, having license from Government of India, broadcast news, current affairs programmes, social, economical,

cultural and professional programmes through radio waves covering a substantial area of population nationally or within the state, will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria, will not be binding upon the Information and Cultural Affairs Department to release the advertisements.

c) The validity period of each categorized Radio/FM Radio/Community Radio will be 6(six) months subject to fulfillment of criteria and recommendation by the committee

5.1. Rate of advertisement in Radio/FM Radio/Community Radio station: The recommended rate for giving advertisement in Radio/FM Radio/Community Radio station will be DAVP approved rate or rate fixed by the ICA department.

***NB-** The application format for enlistment of Radio Channel is given in Annexure-D for recommendation by the Committee.

6. Advertisement in Social Media: Issues regarding Social Media was discussed but it has been decided that in the next meeting of Empowered Advertisement Committee the issue of Social Media will be place for decision.

6.1. Distribution and fixation of rate for advertisements in Social media: The issue regarding distribution and fixation of rate for advertisement in Social Media will be placed in the next meeting of Empowered Advertisement Committee.

7. Categorization of Magazines / Periodicals.

Essential criteria for Magazines / Periodicals to be enlisted are as follows:

Criteria	A-Category	B-Category	C-Category
Registration	Must be RNI registered	Must be RNI registered	Must be RNI registered
Minimum size of publication	21 cm x 14 cm	21 cm x 14 cm	21 cm x 14 cm
Minimum number of pages	32	32	28
Minimum Circulation per year	2000 nos.	1000 nos.	500 nos.
Periodicity	Minimum 3 issue in a year	Minimum 2 issue in a year	Minimum 1 issue in a year

7.1. Distribution of Advertisement to Periodicals or Magazines: Any specific Display advertisement as approved by the competent authority will be distributed among the different enlisted category of periodicals and magazines in the ratio as far as possible on their circulation and subject to the approval of the Empowered Advertisement Committee and competent committee.

7.2. Advertisement rate for Periodical and Magazines: The rate of advertisement for different periodical and magazine recommended by the Empowered Advertisement Committee are as follows subject to approval of the Government in case to case basis.

Type	Category-A	Category-B	Category-C
Back Cover Page	Rs.10,000/-	Rs. 7,500/-	Rs. 5,000/-
Ordinary Full Page	Rs. 5,000/-	Rs. 3,000/-	Rs. 2,000/-
Ordinary Half Page	Rs. 3,000/-	Rs.1,750/-	Rs. 1,000/-
Ordinary Quarter Page	Rs. 1,500/-	Rs.1,000/-	Rs. 600/-

8. Global Advertisement-

The Global Advertisement is required by various Departments/ Local Bodies /Corporations /PSUs/Authorities/Societies of the government. Under such Circumstances they will provide advertising material and the name of the newspaper/magazine/channel/website and other media to the Information and cultural affairs department for release of advertisement forty (40) days in advance. The advertisements could be released after the approval of the competent authority. The payment will be made to that media by the procedure as fixed by the department.

9. Release of advertisement in unlisted media:

i). The Empowered Advertisement Committee has recommended to issue Advertisement to the newspaper/Magazine/Channel etc outside the state will be decided by the Department with Approval of the Government time to time basis.

ii) The Information and cultural affairs department reserves the right to release of advertisement in different unlisted media like Newspaper/ Periodicals/ Electronic/Cable TV/Radio/Internet etc. under specific circumstances/ purposes/ occasion or campaign in the interest of state or in greater public interest at the departmental rate after the recommendation of Empowered Advertisement Committee.

iii) The allocation of advertisement for unlisted media is proposed as 6% for approval by the Empowered Advertisement Committee.

iv) In any unavoidable/emergent circumstances the Member secretary of the Empowered Advertisement committee may fix the rate for unlisted media only after the prior approval of Chairman of the Empowered Advertisement Committee. The matter shall be taken to the notice of the Empowered Advertisement Committee in its next meeting.

v) Provided that the rate of advertisement to any unlisted media should not exceed the DAVP rate or other equivalent.

10. Payment of Advertisement bills:

a) The publisher concerned have to send one copy to the Director, Information and Cultural Affairs, Govt. of Tripura on the same day of publication of the advertisement, free of cost for record and for scrutiny of publication of the advertisement in proper order. In case of incorrect publication, the publisher concerned will be liable to publish the said advertisement correctly in his next issue free of cost.

b) If any advertisement is released without obtaining departmental advertisement code number issued by the Information and Cultural Affairs department, this department will not entertain such bills.

- c) If the advertisement is misprinted or published/aired/mounted differently from the approved one, the agency will arrange to publish corrigendum etc. thereof, at their own cost at the earliest.
- d) It shall be the responsibility of the Agency to release all the advertisements in the minimum possible space in the newspapers, for which the department will issue advice in the Release order.
- e) The Directorate reserves the right to deduct full cost or a part thereof, from the bill in case of publishing of Advertisement by the Print Media if it is found to be sub-standard or unsatisfactory or not as per the specifications.
- f) Rates for Production of Jingles, Short Ad films, Documentaries', Videos as required for Advertisement in different Cable Channels: The Department will invite tender from empanelled production houses and the lowest rate will be finalized for production of Jingles, Short Ad films & documentaries. Once the rate will be finalized it will be continued till next tender and its finalization.
- g) Rate for recording of different messages and appeals: The Department will invite tender from empanelled production houses and the lowest rate will be finalized for recording of different messages and appeals etc.. Once the rate will be finalized it will be continued till next tender and its finalization.
- h) The Information & Cultural Affairs Department will directly release payment of advertisement bills to the newspaper/publication.
- i) The Information & Cultural Affairs Department will issue Release Order to the newspapers for the publication of advertisements. A copy of the Release Order will also be sent to the Information & Cultural Affairs Department, providing all the relevant information like the name of the newspaper/publication to which the advertisement has been released, space, date of publication as well as advertisement rates of newspapers/publications so as to enable the department to make payment to the newspapers accordingly.
- j) The Information & Cultural Affairs department will issue Release Order/Work Order to the Electronic/Web/Radio media etc. for telecasting of the advertisements. A copy of the Release Order/Work Order will also be sent to the Information & Cultural Affairs Department, providing all the relevant information like the name of the media to which the advertisement has been released, telecasting date, running time, schedule etc. for early payment of bill by the Department.

11. Date of Publication of advertisement:

The newspaper will be obliged to strictly adhere to the date of publication of advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order, unless intimated otherwise, will not be regularized with revalidation of Release Order and no payment will be made in such cases. However, Information & Cultural Affairs Department may allow post-dated

Release Order keeping in view of the merit of the case and regularize them on case to case basis.

12. Right to act against allegations/complaints: -

i) On getting complaints against different media, Secretary of Information and Cultural Affairs Department shall have right to ask show cause to concerned media. The Secretary can independently enquire against such media against which complaints has been registered. The Secretary can withhold the issue of advertisement to that media immediately after full satisfaction and truthfulness of the complaints and submit the enquiry report to the Empowered Advertisement Committee within maximum of six months, which will give its recommendation to the department upon which action could be taken.

ii) The Empowered Advertisement Committee can report/recommend to the Department of Information and Cultural Affairs for expulsion of any media enlisted in the approved list in the interest of the state/work, any time without giving any reason. The concerned media can be delisted permanently / temporarily from the approved list after getting approval of the Government.

iii) If any newspaper goes out of publication continuously for more than two months, it will be downgraded to next lower category or expelled as per recommendation of the Empowered Advertisement Committee.

13. In case of change of nomenclature/ownership/proprietor of any Print Media/Electronic Channels/ Internet Website/FM Radio etc valid document in support of application to be submitted for scrutiny and decision of the Empowered Advertisement Committee.

The meeting ended with thanks to all.

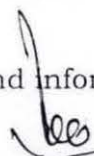
Sd/-
(Chairman)
Empowered Advertisement
Committee
Secretary, ICA

To

The Director, Information Technology, Govt. of Tripura for information and with a request to upload the decision of Empowered Advertisement Committee meeting held on 02.06.2021 in compliance of implementation of Policy notified by the State Government in Tripura Gazette vide No.F.65(318)-ICA/2011/Advt./P-III/1160 dated 20th May, 2021.

Copy to:

The Secretary, ICA Department, Govt. of Tripura for kind information.


(Ratan Biswas) 19/06
Director 2021
Information & Cultural Affairs
Government of Tripura