

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

No.F.65 (10)-ICA/ADVT/2021

Dated, Agartala the 7th October, 2021.

Notification

After reviewing the recommendations taken in the 2nd meeting of the Empowered Advertisement Committee held on 18/09/2021 & 27/08/2021, in compliance and smooth implementation of the Tripura Advertisement Policy, 2021, the state government is pleased to notify the followings :-

1. Date extension for submission of documents regarding enlistment under Tripura Advertisement Policy,2021:

The last date for submission of documents regarding enlistment for govt. advertisement as per adoption of new advertisement policy has been extended till 18th October, 2021.

2. Relaxation in eligibility for Re-categorization of Print/Electronic/Web Media due to Covid pandemic situation.

Particulars	Actual Eligibility required for enlistment	Proposed Eligibility required after relaxation
a)Print Media		
For A1 Category		
Number of paid circulation	50,000 & above	40,000 & above. Circulation figure will be authenticated by field verification as well as GST authentication
Circulation certificate	ABC Certificate	The latest issued ABC certificated will be accepted.
Uninterrupted Publication	5 years	10 Years
For A Category		
Number of paid circulation	20,000 to 49,999	12,000 to 39,999, Circulation figure will be authenticated by field verification as well as GST authentication.
CA certificate		CA certificate which has to be supported by latest Audit & Balance Sheets, IT return and GST authentication.
Uninterrupted Publication	4 years	5 Years

For B Category		
Number of paid circulation	10,000 to 19,999	6,000 to 11,999. Circulation figure will be authenticated by field verification as well as GST authentication
Coverage of authorized sales agents in number of districts, Sub-divisional HQs & Block HQs	All District HQs, at least 80% of Sub-division & 60% of Block HQs	At least coverage up to 7 District HQs, 12 Sub-divisions & 17 Blocks
CA certificate		CA certificate which has to be supported by latest Audit & Balance Sheets, IT return and GST authentication.

For C Category		
Coverage of Authorized sales agent:	All District HQ's, at least 60% of Sub-Division and 40% of Block HQ's.	Minimum two (2) District HQ's, at least five (5) Sub-Division and six (6) nos. Block Headquarters.

b) Web Media

The Committee recommended for amendment of web site categories and proposed there should be three categories A1, A and B in Websites. The eligibility criteria for the categories are-

	For A1 Category	For A Category	For B Category
Duration of Domain Registration	Duration of Domain Registration of the server for the website must be 4(four) years or above	Duration of Domain Registration of the server for the website must be minimum 3(three) years.	Duration of Domain Registration of the server for the website must be minimum 1(One) year.
Visitors	Number of visitors should be at least 30,000 per month	Number of visitors should be at least 15,000 to 29,999 per month	Number of visitors should be at least 10,000 to 14,999 per month
Trade License	Must have valid 'Trade License' certificate	Must have valid 'Trade License' certificate	Must have valid 'Trade License' certificate

Rate of Advertisements in Web sites:

For A1 Category-Rs.1200/MB, A Category-Rs.900/MB and B Category-Rs.700/MB


N.B. The other criteria/Particulars not mentioned in the above table are remaining same as decided in 1st EAC meeting.

3. Approval regarding distribution of advertisement from the month of May'2021 to till finalization of categorization: The Empowered Advertisement committee has consented on the issue of releasing advertisements after publishing of Gazette notification of new Tripura Advertisement Policy'2021, and laid views that its discretionary to the ICA Director to issue advertisements till finalization of categories in different media on the basis of rule enunciated in Clause 8(v) of Tripura Advertisement Policy, 2021 and Clause 9(ii) of the MEMO regarding first meeting of the Empowered Advertisement committee.

Till finalisation of re-categorisation, as per Advertisement Policy-2021, the advertisement rate for different Print, Electronic & Web Media will remain same as per previous Tripura Advertisement Guidelines, 2009(and its amendments)


4. The Empowered Advertisement committee has consented on the issue of releasing advertisements to different unlisted media as per Clause 4(B) of the Tripura Advertisement Policy-2021 and recommended that the ICA department reserves the right to release advertisements to unlisted category in 6% ratio of the annual advertisement budget. The approved rate of advertisement for unlisted category of Newspaper/Electronics media/Web Media are as follows-

Name of the media	Existing rate for lowest categories of media	Name of the media	Approved Rate
Newspaper	Rs.65/- per col.cm	Unlisted Newspaper	Rs.60/- per col.cm
Electronics Media	Rs.150/- per min.	Unlisted Electronic media	Rs.125/- per min.
Web media	Rs.900/- per MB/ month	Unlisted Web Media	Rs.600/- per MB/ month


 (Ratan Biswas)
 Additional Secretary
 Information and Cultural affairs
 Govt. of Tripura

Copy to:

- 1) P.S. to the Hon'ble Minister ICA, Govt. of Tripura for kind information to the Hon'ble ICA Minister.
- 2) The Secretary, ICA for kind information.
- 3) for kind information.


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 Information and Cultural affairs
 Govt. of Tripura