

No. F. 65(166)-IGAT/93/Adv
GOVERNMENT OF TRIPURA
INFORMATION, CULTURAL AFFAIRS & TOURISM
DEPARTMENT

Dated Agartala January 20, 2009

NOTIFICATION

Subject:- Advertisement guidelines of the Government of Tripura.

The existing Advertisement Policy made by the State Government on 23-10-1998 had several amendments. It requires further changes to keep pace with the changing needs. Press owners also demanding further changes. Considering all aspects State Government has been pleased to constitute a Committee to suggest changes in the Advertisement Policy. The Committee accordingly submitted a report to the State Government.

Now, therefore, the Governor is pleased to revise the existing Advertisement Policy and to issue the new Advertisement Guidelines as follows superseding the all notifications/memorandum issued in this regard:-

1) Short title and commencement:-

- i) These guidelines may be called the Tripura Advertisement Guidelines, 2009.
- ii) They shall come into force with effect from 1st January, 2009.

2) All classified and display advertisements of the Government of Tripura (excluding semi Govt./Local bodies/Corporations) will be issued by the Director of Information, Cultural Affairs & Tourism, Government of Tripura, Agartala only to the newspapers /magazines /periodicals enlisted with the Directorate of Information Cultural Affairs & Tourism, Government of Tripura.

3) The primary objects of Government advertisements is to secure the widest possible coverage of the content of the advertisement. Government of Tripura reserves the absolute right to select the medium of vehicle for publication of its advertisement in more transparent and effective manners.

4) Advertisements will not be issued, to any newspapers, magazines, and periodicals which violate norms of Journalistic code of conduct as prescribed by the Press Council of India and if a newspaper is censored by Press Council of India it will not be given Government advertisement for a period of three months. State Government shall not release advertisements to newspapers and periodicals, which incite communal feelings or preach violence or offend socially accepted convention of public decency and morals.

If State Government, on inquiry, after affording opportunity of being heard, is satisfied that any newspaper, magazine or periodicals, enlisted with the Directorate of ICAT, violated the standards of journalistic ethics or public taste, or publishes news items with unfounded and imaginary allegation assassinating character or aspersion, may not release any advertisement to such newspaper for the time being as the State Government may decide.

5) The Government of Tripura as far as practicable, aims at reasonable distribution of advertisement and the recipients should not take advertisement as a measure of financial assistance alone.

6) In selecting newspapers for issuing Government advertisement due regard will be given to the following factors:-

- a) Paid circulation.
- b) No. of pages.
- c) Size of the newspapers with net print area.
- d) Periodicity.
- e) Length of publication.
- f) Production standard, publication and mode of printing.
- g) Adherence to accepted standard of journalistic ethics.
- h) Regularity in publication.
- i) Manpower in newspaper establishment engaged (full time /part time etc).

7) **Eligibility for advertisement:-**

In order to be eligible for receiving Government advertisement following conditions should be fulfilled:-

- a) The newspapers concerned must be registered with RNI first.
- b) Daily newspapers can be enlisted with ICAT only after three months, weeklies and bi-weeklies newspapers only after six months, magazines only after six issues and for others after one year of regular and continuous publication.
- c) Each such newspaper must have authorized sales agents at all Districts, Sub-Divisions and Block Head Quarters of the State.

d) Minimum paid circulation of newspapers etc. required to be as follows:-

Dailies	:	2000 copies
Weeklies	:	1000 copies
Other Periodicals	:	500 copies

e) The newspaper concerned has to bring out publication of minimum prescribed no. of issue in preceding year as follows-

Dailies-365 issues but except scheduled holidays maintained.

Weeklies-45 issues.

Bi-weeklies-20 issues.

Monthlies- 10 issues.

Bi-monthlies- 5 issues.

Quarterly- 3 issues

f) Newspapers and journals which don't devote at least 60 percent of the printed space in every issue for reading and other non- advertisement materials, will not be eligible for receiving government advertisement. If any newspapers fails to maintain the production standard, standard of size as registered with RNI or reduces the page number or goes out of circulation continuously for a month in case of daily and three months in case of weekly, it shall cease its rights to get govt. advertisement whatsoever. The said newspaper will earn its entitlement afresh only when it fulfills all conditions as applied to the newly published newspapers.

g) Concerning newspaper publishers shall furnish annual returns, Printers certificate, and certificate from C.A. firm etc. on regular basis. However, such submission will not be automatically considered for re-assessment. For any up gradation the proper process would have to be followed.

h) The advertisement rates for issue of advertisement to all categories of newspapers /periodicals /Magazines shall be fixed by the Government which will be notified from time to time, keeping in conformity with the resource limitation of the State Government.

8) Enlistment of newspapers:

Newspapers shall be enlisted in different categories namely A, B & C. Any newspaper(s) which will be enlisted for the first time will be enlisted in 'C' category, if satisfies the criteria laid down for 'C' category status

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9) Upgradation of newspapers:
a) There shall be a Committee namely "Circulation Committee" headed by Director, ICAT with the members namely i) Labour Commissioner, ii) Deputy Secretary(Law), iii) Senior Journalist which will examine and consider the circulation figure of the newspaper and recommend the same to the Government.
The said committee will examine the existing newspapers circulation level and recommend to the Government for fitting them into the appropriate category of 'A', 'B' and 'C'. The categorization once given will be valid for two years. However, on request for up gradation and if and when felt necessary, the Circulation Committee may take up any case for reassessment and submit its recommendation to the Government for consideration.

- c) Certification on circulation would be needed as under -
 - For 'A' Category: Certificate issued by ABC or ABC enlisted CA Firm, Printers Certificate, statement of use of newsprint including bills and challans and yearly statement of Audit and Balance sheet.
 - For 'B' Category: Certificate issued by CA Firm, Printers Certificate and yearly statement of Audit and Balance sheet.
 - For entry into 'C' Category : Certificate issued by CA and Printers certificate.

Other certificates like list of authorized sales agents, list of paid employees, annual returns etc. as mentioned in these guidelines should also be submitted.

- d) **Categories of newspapers :**
 - 'A' : Paid circulation of 15,000 and above.
 - 'B' : Paid circulation of 7,500 to 15,000.
 - 'C' : Paid circulation of 3,000 to 7,500.

Specification:

- e) **Specification for offset printing newspapers :-**
 - Point - 8
 - Space between word- Normal
 - Space between line - Single
- For letter Printing Newspapers :
 - Point - 8
 - Space between word- Normal
 - Space between line - single lead spacing (for English).
 - Space between line- 1 & 1/2 lead spacing (for Bengali).

f) Eligibility Criteria for Category 'A':

- 1. Only daily newspapers will be eligible for this categorization.
- 2. Minimum size of newspapers should not be less than 45 cm.X7 standard col. width or equivalent Print space.
- 3. The newspapers must have at least 8 (eight) pages printed in offset process. It must have paid circulation of more than 15,000 copies. → 13000
- 4. It must have authorized sales agents in all District. Sub-Divisional Head Quarters and Block Head Quarters. The newspapers must submit the list of authorized sales agents to ICAT Department, which may be verified by the Department.
- 5. If any newspaper goes out of publication continuously for more than a month, it will be down graded to 'B' category for a minimum period of two months.

g) Eligibility Criteria for Category 'B'

- 1) Only daily newspapers will be eligible for this categorization.
- 2) Minimum size of newspaper should not be less than 45cm X 7 standard col. Width or equivalent print space.
- 3) The newspaper must have at least six pages. It must have paid circulation in between 7,500 to 15,000 copies. 7500-13000
- 4) It must have authorized sales agents in all District Head quarter, at least 80% of Sub-divisional Head Quarter and 60% of Block Head Quarters. The newspapers must submit the list of authorized sales agents to ICAT Deptt.. which may be verified by the Department.
- 5) If any newspaper goes out of publication continuously for more than a month, it will be down graded to 'C' category for a minimum period of two months.

h) Eligibility Criteria for Category 'C'.

- i) Daily/weekly newspapers will be eligible for this categorization if the following condition is fulfilled and also as entry point.
 - i. The paper must have size of 35cm X 5 standard col. Width of equivalent print space and should have minimum 4 pages.
 - ii. The circulation of newspaper must be in between 3000 to 7,500 copies.
 - iii. The paper must have authorized distribution agents in all District Head Quarters. at least 60% of sub-divisional head quarter and 40% of Block Head Quarters. The newspapers must submit the list of authorized sales agents to ICAT Department, which may be verified by the Department.

iv. The weekly and other periodical newspapers must have sales agents and at least 40% of sub-divisional head quarters. The paper must have circulation of 1000 & above.

10) For equitable distribution of classified advertisement to newspapers following principles will be followed:

- a) Irrespective of numbers of newspapers in a particular category, percentage of ads. may be maintained at the following ratio:-

'A' Category	-	45%
'B' Category	-	35%
'C' Category (including language papers)	-	10%
others (Magazines, Weeklies, Websites etc.)	-	10%

However, weeklies, magazines etc. not registered with RNI may also be considered along with Souvenirs etc. for advertisement from time to time, if budgetary provision permits. Advertisement in national papers (as may be listed by the govt.) will be issued as per need of the intending Department. Further, advertisement related to Notice Inviting Tender with an estimated cost of Rs.1.00 crore and above may be limited to 'A' category of papers only.

b) The matter of advertisement will be forwarded by the Advertising Department to the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura sufficiently ahead of time (at least one week) together with 5 (five) distinct copies of each of the advertisements for local newspapers and additional one copy for each of outside newspapers, if so intended. The publisher concerned have to send one copy of his paper to the Advertising Department and one copy to the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura on the same day of publication of an 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 at free of cost.

c) Every classified advertisement will be normally issued to 3(three) newspapers simultaneously as far as practicable. Those who are agreeable to the rate so fixed by the State Govt. will be given Govt. advertisement for publication.

11) Advertisement to newspapers published outside the State.

a. In case of publication of advertisement in outside newspapers, Advertising Department may indicate their

choice of newspapers. But ICAT Department shall have right to change the name of newspapers from the enlisted list considering the rate, circulation etc. and also make effort to negotiate the rate with the newspaper concerned. ICAT Department may circulate the names of govt. listed newspapers to all Departments/PSUs and other major organizations from time to time, for their information.

Provided that before changing the choice of Advertising Department they should be informed the reason for such change and the reply if any, given by the Advertising Department shall be taken to consideration by ICAT Department.

12) The rate of classified advertisement in newspapers per column centimeter shall be as follows:-

Category 'A'	-	Rs.55.00 per column c.m.
Category 'B'	-	Rs.40.00 per column c.m.
Category 'C'	-	Rs.25.00 per column c.m.

13) Display Advertisement :

- a) No newspaper should claim display advertisement as a matter of right. It will be issued by the State Govt. keeping in view the widest possible coverage of the content of the advertisement and interest of targeted readership of the newspaper. State Govt. in the ICAT Department only shall select newspapers for issuing any display advertisement according to need.
- b) All display advertisement need to be sent to ICAT Department through departmental authorities only.

Rate of display advertisement:-

There shall be a discount of 20% over the respective rates of classified advertisement for any display advertisement. Normally display advertisement are not issued in multi color. Colour advertisement rate would be minimum 25% above the rate of black and white classified advertisement and negotiable case to case basis. The multi colour advertisement would be issued after deduction of 20% being display advertisement.

14) Advertisement through Websites:

The departments may use official website all Departments should have their tender documents hosted on the State Govt. official website by sending a soft copy (on CD/floppy disk) of the relevant tender documents to the Senior Information Officer, NIC, Tripura State Unit, Agartala. At least 25% advertisement (Notice Inviting Tender) may be given to Private Website.

The Website at least for two years may be considered for enlistment. The website should be enlisted in two categories namely category 'A' and category 'B'.

Criteria for Category 'A'

- i) Duration of Domain Registration of the Server for the website must be 3 years or above.
- ii) The website should be daily updated.
- iii) Number of visitors should be at least 15,000 per month

Criteria for Category 'B'

- i) Duration of Domain Registration of the Server for the website must be 2 years or above.
- ii) The website should be daily updated.
- iii) Number of visitors should be at least 10,000 per month.

i) Rate of Advertisement(Classified): Rate of Classified Advertisement for website may be fixed as below:

Sl. No.	Category	Content	Duration	Rate (in Rs.)
1	A-category website	1 MB or part thereof of webdata storage space	One month or the date fixed by the concerned department whichever is less	1000.00
2	B-category website	-do-	One month or the date fixed by the concerned department whichever is less	700.00

ii) Rate of Advertisement(Display)

In case of display advertisement there will be discount of 20% over the aforesaid rate of classified advertisement.

iii) Enlistment of website

The website owner shall have to apply to the Director, ICAT for enlistment of the website. On receipt of the application/prayer Director, ICAT will examine through a Committee constituted in the Department and recommend it for enlistment if it satisfies the eligibility of criteria.

15) Display Advertisement through Electronics Media

The Department may issue Display Advertisement through Electronics Media highlighting achievements made by the Government. The rate for such display advertisement would be finalized by the Department on negotiation basis.

16) Certificate from Press Council of India.

It is mandatory for all newspapers to obtain clearance certificate in respect of levy/registration fees etc. from PCI. And in absence of

at ICAT Department will not release Government advertisement to such newspapers.

17) Enlistment of local edition of outside newspapers of metropolitan cities:

Local edition of outside newspapers may be enlisted with Information, Cultural Affairs & Tourism Deptt. for issue of advertisement subject to fulfillment of the following criteria :-

- i) The local edition of outside newspapers of Metropolitan cities must have paid circulation of not less than one lakh in original edition. Copy of circulation certificate of RNI/ABC is required to be enclosed with application for enlistment along with other required certificate/clearance etc.
- ii) Such daily newspapers must have at least 10(ten) pages with local supplement of minimum 2(two) pages.
- iii) Minimum size of the newspapers should not be less than 45 cm. X 8 standard col. width or equivalent print space.
- iv) If any newspaper goes out of publication continuously for more than a month issue of advertisement will be withheld.
- v) The rate of classified advertisement /display advertisement for local supplement of outside newspapers shall be at par with local 'A' category.
- vi) For distribution of advertisement to the local editions norms of 'A' category will be followed.

18) Display advertisement for Magazines /Periodicals/Casual publications /Souvenirs

- a) Release of display Ads to the Magazines/periodicals/casual publications /souvenirs will be based on the following points in addition to what have been stated herein above.

2. Regularity and standard of publication.
3. Size and circulation.
4. Class of readership.

5. Display advertisement should not be taken as a measure of financial assistance alone while quantum of display advertisement may vary on the basis of the standard, quality and regularity of the publication.

- b) Display advertisement shall not be issued to any Periodical/Magazine/Casual publication /Souvenir which incite communal feelings or preach violence or anti-national activities or offend socially accepted norms of public decency and morals or goes beyond journalistic ethics or violates the code of conduct as enunciated by the Press Council of India. Keeping these aspects in view, the Magazines/Periodicals are classified into two broad categories:-

CATEGORY-1:- Magazines/Periodicals registered with RNI.

Essential criteria:-

- Registration with RNI
- Minimum size of publication should be 21 cm x 14 cm brought out regularly as per periodicity of the magazine/periodical approved by RNI.
- Minimum number of pages should be 32.
- Magazine should be brought out regularly as per periodicity of the magazine/periodical approved by the RNI.

CATEGORY-2

Magazines/Periodicals being published regularly but not registered with RNI / other Publication/Souvenir.

Essential Criteria:-

- Minimum size of publication should be 21 cm X 14 cm.
- Minimum number of pages should be 32.
- Magazine should be brought out regularly as per periodicity of the magazine/periodical as declared by the Editor/Publisher concerned.

ELIGIBILITY CRITERIA:

Each magazine/periodical belonging to category-I wanting to be eligible for getting govt. advertisements should be annually enlisted with ICAT department and based on that the magazines /periodicals will be eligible for govt. advertisement. Magazines/Periodicals will be debarred from getting Govt. display advertisement if 2(two) consecutive issues are not published and in that case eligibility criteria will be taken into consideration again before releasing any advertisement. Keeping all these in view following rates structure for issuing display advertisement in Magazine/Periodical /Casual publication/Souvenir etc. will be as follows:-

Category-I

Back cover page Rs. 2000/-
Ordinary full page Rs. 1200/-
Ordinary half page Rs. 650/-
Ordinary quarter page Rs. 400/-

Category-II

Back cover page Rs. 1100/-
Ordinary full page Rs. 700/-
Ordinary half page Rs. 400/-
Ordinary quarter page Rs. 300/-

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The above mentioned rates have been shown against Black & White display advertisement. Colour advertisement rate would be minimum 25% above the rate of black and white and negotiable case to case basis.

19) Single Window System:

- a. Single window system will continue for issue of advertisement (both classified and display) and payment of bills. All departments of the state govt. will send both classified and display advertisement to the ICAT Deptt. for releasing it to the concerned newspapers (both local and outside) for publication . Government will earmark a budget for the purpose and place the entire amount at the beginning of the financial year with the ICAT Deptt., so that payment of advertisement bills shall be paid to the concerned newspaper by the ICAT Deptt. without referring it to the concerned Department. Information, Cultural Affairs & Tourism Department shall charge 2% service charge on all advertisement bills. The Semi-Government/ Local Bodies/Corporations shall issue the advertisement as per the rate mentioned in the guidelines.
- b. If any big size advertisement is received from any Department, ICAT Department will examine the advertisement and suitably modified the size.

20) Repeal/Savings

All Rules /Policies exist in this regard are hereby repealed. All action taken under such Rules/Policies shall be deemed to have been done/taken under the corresponding provision of these guidelines.

By order and in the name of the
Governor.

N.C. Sinha
(N.C. Sinha) 20/1/09
Commissioner & Secretary
Government of Tripura

Copy to:-

1. The Director, Printing & Stationery, Government of Tripura, Agartala for information. He is requested to publish the same in the next gazette and 20(twenty) copies of the Gazette may be supplied to the Advertisement Section, Directorate of ICAT, Agartala for record.
2. Sr. Information Officer, NIC, Tripura with a request to hoist this in the Website of the State Government.
3. All Heads of Departments for information.