

TRIPURA



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PART-I-- Orders and Notifications by the Government of Tripura,  
The High Court, Government Treasury etc.Government of Tripura  
Department of Information, Cultural Affairs & Tourism

No. F. 65(166)-ICAT / 93 / ADVT(P-II)

Dated, Agartala, the 24<sup>th</sup> Sept, 2009.**NOTIFICATION**

The Advertisement Guidelines, 2009 was published on 20-01-2009. While implementing the guidelines a section of the Press Owners had demanded some changes in the provisions for effective implementation of the guidelines. It was also felt necessary to include Electronic Media in the guidelines. Considering all aspects the State Government has been pleased to amend the Advertisement Guidelines, 2009.

Now, therefore, the Governor is pleased to amend the Advertisement Guidelines, 2009 on the following clauses :

- 1) **Short Title and Commencement :**
  - i) These guidelines may be called Tripura advertisement Guidelines (First Amendment), 2009.
  - ii) They shall come into force with effect from 1<sup>st</sup> October, 2009.
- 2) **Amendment of the Clause-9(d) :**  
In Clause-9(d), the Categories of Newspapers shall be -  
A - Paid circulation of 13000 and above instead of 15000 and above.  
B - Paid circulation 7500 to 13000 in place of 7500 to 15000.  
At (f)(3) the figure 15000 would be substituted by the figure 13000.
- 3) **Amendment of the Clause-9(g)(1) :**  
In Clause - 1 the word "only" shall be deleted and the word "/weekly / fortnightly" would be inserted after the word "dally".  
In Clause (3) the figure 15000 would be substituted by 13000.
- 4) **Amendment of the Clause -10(a) :**
  - i) In Clause 10(a) under Category - C, would be substituted by the following :  
" C - Category : (Including Language Newspapers) - 12.5% in place of 10%.  
Others (Magazine / weeklies / Websites etc.) - 7.5% in place of 10% "
  - ii) For equitable distribution of classified advertisement to newspaper following principle would be followed :

"The Clause - 10(c) would be amended by inserting the following :

Every classified advertisement will be normally issued to 5 newspapers ('A' Category 2 papers, 'B' Category 2 papers and 'C' Category 1 paper ) simultaneously as far as practicable. Those who are agreeable to the rate so fixed by the State Government will be given Government Advertisement for publication".

5) **Amendment of the Clause -12 :**

The rate of Classified Advertisement in newspaper per column centimetre shall be substituted by the following :

Category - 'A' - Rs. 60/- per column centimetre.

Category 'B' - Rs. 50/- per column centimetre

Category 'C' - Rs. 35/- per column centimetre.

6) **Amendment of the Clause -13 :**

Under Clause 13(b), the rate of Display Advertisement shall be amended as under :

The line "there shall be a discount of 20% over the respective rates of Classified Advertisement for any Display Advertisement " shall be deleted.

In the 3<sup>rd</sup> line the word 25% shall be substituted by "35%".

In 4<sup>th</sup> line the word "the multi Colour Advertisement would be issued after deduction of 20% being Display Advertisement" shall be deleted.

6) **Amendment of the Clause - 14**

i) Advertisement through website : In the 3<sup>rd</sup> line the word 25% shall be substituted by '10%'.

ii) Rate of Advertisement (Display ) : The line "in case of Display Advertisement there will be discount of 20% over the aforesaid rate of Classified Advertisement" shall be deleted.

7) **Amendment of the Clause - 17 :**

Enlistment of local edition of outside newspapers of metropolitan cities :

In the Clause - V after the word 'A' Category the following shall be inserted.

'Provided that important Classified advertisements requiring wide publicity shall be published both in main newspaper and local page'.

8) Amendment of the Clause - 18 :

Display Advertisement for Magazine / Periodicals / Casual / Publications / Souvenirs :

- i) In Clause 18(b) the word "two broad Categories" shall be substituted by "three broad Categories"
- ii) In Category - 1, the following shall be inserted at the end of last line.  
'subject to a minimum of 3 issues in a year'.
- iii) The existing Category -2 shall be amended with the following by deleting the existing provision :

The existing entries under essential criteria shall stand deleted and shall be substituted by the following :

"In Category - 2 :

Magazines / periodicals should be registered with RNI with minimum size 21 cm X 14 cm.  
 Minimum number of pages should be 32.  
 Magazines / periodicals should be brought out at least 2 issues in a year.

A new Category namely "Category -3" shall be inserted after Category-2

Category - 3 :

- Minimum size of publication should be 21 cm X 14 cm.
- Minimum number of pages should be 28.

Eligibility Criteria :

The existing rates structure would be substituted by the following :

Category - 1 :

Back Cover Page	... ..	Rs. 2500.00
Ordinary Full Page	... ..	Rs. 1500.00
Ordinary Half Page	... ..	Rs. 800.00
Ordinary Quarter Page	... ..	Rs. 500.00

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Category - 2 :

Back Cover Page	Rs. 1500.00
Ordinary Full Page	Rs. 1000.00
Ordinary Half Page	Rs. 550.00
Ordinary Quarter Page	Rs. 400.00

Category - 3 :

Back Cover Page	Rs. 1000.00
Ordinary Full Page	Rs. 700.00
Ordinary Half Page	Rs. 400.00
Ordinary Quarter Page	Rs. 300.00

The following above mentioned rates have been shown against black and white Display Advertisement. Colour Advertisement rate would be minimum 35% above the rate of black and white on case to case basis.

By order of the Governor.

N. C. Sinha  
Commissioner & Secretary  
Government of Tripura