Directorate of Advertising & Visual Publicity

Ministry of Information and Broadcasting, Govt. of India

Soochna Bhawan,Phase 4, CGO Complex, Lodhi Road, New Delhi-110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between DAVP, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :

DAVP Code : 161093

RNI Regn. : 8065/2002
[CA][Standard][UNBOUND]

Name, Language	:	**SIYASI UFUQUE, URDU**
Peridicity, Place	:	**DAILY(M), RANCHI**
Address	:	**NAYA TOLI CHOWK, RANCHI - 834001, JHARKHAND**
		RANCHI, JHARKHAND-834001
		Telephone : **0651-2202252, 09334042485**

1. (a) This agreement is valid from : **01/01/2016** to **31/12/2018**
   (b) Circulation Accepted : **58513 [Fifty Eight Thousand Five Hundred Thirteen]**
   (c) Agreed Rate per Sq.cm : **Rs.24.6400 [Rupees Twenty Four and Paise Sixty Four Only]**
   (d) Net Rate after agency discount of 15% to DAVP : **Rs.20.9400 [Rupees Twenty and Paise Ninety Four Only]**
   (Additional discount of 10% for UPSC & SSC advts)
   (e) These rates will be revised in case of any change in the basis of calculation.
2. The publisher will not offer a lower rate than this to any other advertiser. DAVP will automatically reduce the rate accordingly.
3. Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government adveritisements, recovery of payments and any other action deemed appropriate by Government.
4. Payment will be made by DAVP as per actual space used, on receipt of published copy of the advertisement along with bills.
5. Refusal to publish advertisement released by DAVP may lead to cancellation of empanelment.
6. The publisher shall intimate immediately to DAVP of any change in printer/publisher/size/periodicity/language/place of publication, etc.
7. The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of DAVP http://www.davp.nic.in
8. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.

Authorised Signatory On behalf of Publisher		Authorised Signatory On behalf of DAVP	
Signature	:	Signature	:
Name	:	Name	
Designation	:	Designation	
Office Seal	:	Office Seal	
Date	:	Date	:

SIYASI UFUQUE RANCHI URDU DAILY

Please return an ink signed copy of this Agreement, along with office seal for record.