



## CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India  
Soochna Bhawan, Phase - V, CGO Complex Lodhi Road, New Delhi, 110003

### ADVERTISING RATE CONTRACT AGREEMENT

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


<b>CBC Newspaper Code</b>	: 129820	<b>RNI Regn. No.</b>	: 38852/82
<b>Title of Newspaper</b>	: NISHPAKSH PRATIDIN	<b>CIR Base</b>	: RNI
<b>Language</b>	: Hindi	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: B/W
<b>Place of Publication</b>	: LUCKNOW	<b>Binding</b>	: Unbound
<b>Address</b>	: FLAT NO 202 B BLOCK 2ND FLOOR AALYAH HOME 7 DALIBAGH LUCKNOW UTTAR PRADESH	<b>Page Size:Length*Width</b>	: [53.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 12
		<b>Print Area Per Page</b>	: 1749 Sq.Cms

- (a). This agreement is valid from : **14/09/2024 to 29/08/2025**  
(b). Circulation Accepted: **42315**  
(c). Agreed Rate per Sq.cm : **Rs. 25.84 [Rs Twenty-five and Eighty-four Paise]**  
(d). Net Rate after agency discount of 15% to CBC: **21.96** (Additional discount of 10% for UPSC & SSC advts)  
(e). These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- 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 CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory  
On behalf of Publisher

Authorised Signatory  
On behalf of CBC

Publisher Name : SHARAD KUMAR SINHA

  
(यशपाल / YASHPAL)  
माध्यम अधिकारी / Media Executive  
केन्द्रीय संचार मंत्रालय / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
नई दिल्ली-110003 / New Delhi-110003

