CENTRAL BUREAU OF COMMUNICATION

Ministry of informaton 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:

CBC Newspaper Code	: 161262	**RNI Regn. No.**	: DELURD/2007/22244
Title of Newspaper	: HAMARA SAMAJ	**CIR Base**	: RNI
Language	: Urdu	**Quality of paper**	:Standard
Periodicity	: Daily(M)	**Printing**	: Color
Place of Publication	: DELHI	**Binding**	: Unbound
Address	: 4 136 1ST FLOOR LALITA PARK LAXMI NAGAR	**Page Size:Length*Width**	:[51.00 cm] [33.00 cm]
		No of Pages	: 8
		Print Area Per Page	: 1683 Sq.Cms

1. (a) This agreement is valid from : **16/02/2026** to **31/12/2027**
   (b) Circulation Accepted: **61172**
   (c) Agreed Rate per Sq.cm : **Rs. 44.49 [Rs. Forty-four and Forty-nine Paise]**
   (d) Net Rate after agency discount of 15% to CBC: **37.82** (Additional discount of 10% for UPSC & SSC advts)
   (e) Premium rate will be given for display advertisements in dailies
   (i) First Jacket / Top Page : 75% premium (on base rate)
   (ii) 3rd Page / Last Page : 25% premium (on base rate)
   (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
   (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
   (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
   *Provided that only one of the benefit at point (g) & (h) will be applicable.
   (i) These rates will be revised in case of any change in the basis of calculation.

1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.

2. The publisher will not offer a lower rate than this to any other advertiser. CBC 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 advertisements, recovery of payments and any other action deemed appropriate by Government.
4. Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
5. The publisher undertakes that his Newspaper fulfill 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.
6. 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.
7. 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.
8. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
9. 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.
10. TThe 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/
11. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
12. 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.
13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout of this Advertisement Rate Contract Agreement, putting a signature with seal by the authorized signatory of the Publisher at the earmarked place & on each page and uploading a scanned copy of the same through the vendor login area,only.

Disclaimer: Non submission of rate contract or submission of unsigned copy of rate contract (if uploaded) will be taken as non acceptance of the rate contract

CENTRAL BUREAU OF COMMUNICATION

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

इरशाद अली / Irshad Ali
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
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