Subject: Existing DAVP rates of "The Telegraph"
From: Tapas Banerjee/AD SALES-DAILIES - T & A/CALCUTTA (tapas.banerjee@abp.in)
To: iwalghy@yahoo.co.in;
Date: Thursday, 13 July 2017 12:28 PM

Dear Sir,

As discussed & as desired, attached pls find the current DAVP rates of "The Telegraph" newspaper for both kolkata & Northeast

Should you require any further clarifications, pls feel free to contact us.

Kindly acknowledge on receipt of the same.

Regards.

Tapas Banerjee
Ad Sales - Dailies
98303 29122 / 89101 40802

Attachments
- DAVP TT Gwh.docx (34.14 KB)
- DAVP TT Kolkata.docx (34.13 KB)
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: 100882RNI Regn. : 41028/82
[ABC][Standard][UNBOUND][Colour]
Name, Language: THE TELEGRAPH (KOLKATA), ENGLISH
Periodicity, Place: DAILY (M), GUWAHATI
Address: MINI INDL. ESTATE, CYCLE FACTORY, KALA PAHAR, GUWAHATI-781016, ASSAM GUWAHATI, ASSAM-
Telephone: 033-22374880

1. (a) This agreement is valid from: 01/01/2017 to 31/12/2018
   (b) Circulation Accepted: 33605 [Thirty Three Thousand Six Hundred Five]
   (c) Agreed Rate per Sq.cm : Rs. 17.1200 [Rupees Seventeen and Paise Twelve Only]
   (d) 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 advertisements, 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.

Authorized Signatory

[Signature]

On behalf of DAVP
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: 100047RNI Regn.: 041028/82
[ABC][Standard][UNBOUND][Colour]
Name, Language: THE TELEGRAPH, ENGLISH
Pericidy, Place: DAILY (M), KOLKATA
Address: 6, PRAFULLA, SARKAR STREET, KOLKATA - 700 001, WEST BENGAL KOLKATA, WEST BENGAL-700001 Telephone: 33-22378000

1. (a) This agreement is valid from: 01/01/2017 to 31/12/2018
(b) Circulation Accepted: 348980 [Three Lakh Forty Eight Thousand Nine Hundred Eighty]
(c) Agreed Rate per Sq.cm: Rs.132.3300 [Rupees One Hundred Thirty Two and Paise Thirty Three Only]
(d) 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 advertisements, recover payments and any other action deemed appropriate by Government.

4. Payment will be made by DAVP as per actual space used, on receipt of public 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.

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8. The rates for colour advertisements will be higher by 40% as compared to those rates for black and white advertisements.

Authorized Signatory:

On behalf of DAVP Signature