

Technical Specifications

1. The Hindu

Language : English

Edition : All edition

Number of advertisement : 20 number (each of area approx. 60 Square Centimetres)

Total area approx. : 1200 Square Centimetres

2. The Times of India

Language : English

Edition : All edition

Number of advertisement : 16 number (5 advertisements each of area approx. 60 Square Centimetres and 11 advertisements each of area approx. 120 Square Centimetres)

Total area approx. : 1620 Square Centimetres

3. The Economic Times

Language : English

Edition : All edition

Number of advertisement : 30 number (each of area approx. 60 Square Centimetres)

Total area approx. : 1800 Square Centimetres

4. Hindustan (Hindi)

Language : Hindi

Edition : All edition

Number of advertisement : 10 number (5 advertisements each of area approx. 60 Square Centimetres and remaining 5 advertisements each of area approx. 120 Square Centimetres)

Total area approx. : 900 Square Centimetres

5. Bartaman

Language : Bengali

Edition : Kolkata

Number of advertisement : 13 number (10 advertisements each of area approx. 60 Square Centimetres and remaining 3 advertisements each of area approx. 120 Square Centimetres)

Total area approx. : 960 Square Centimetres

6. Ananda Bazar Patrika

Language : English

Edition : All edition

Number of advertisement : 28 number (20 advertisements each of area approx. 60 Square Centimetres and 8 advertisements each of area approx. 120 Square Centimetres)

Total area approx. : 2160 Square Centimetres

7. Dainik Jagaran

Language : Hindi

Edition : All edition

Number of advertisement : 6 number (each of area approx. 120 Square Centimetres)

Total area approx. : 720 Square Centimetres

8. Employment News

Language : English and Hindi

Edition : All edition

Number of advertisement : 2 number (each of area approx. 630 Square Centimetres)

Total area approx. : 1260 Square Centimetres

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Scope of Work :-

1. The rate shall be at the prescribed DAVP rates (per sq cm) applicable for all kind of Government advertisements.
2. In case where DAVP rates are not prescribed, Agency has to seek prior approval for approval of rate from India Govt. Mint, Kolkata.
3. The agency will not be paid anything extra for creative, design and logo charges.
4. The agency will not be paid for translation of material in English to Hindi or to any other Indian language, if required.
5. The rate and discount quoted by the agency shall be valid during the period of contract. No backing out from the agreement will be entertained once the same is finalized and in such a case the security deposit will be forfeited.
6. The agency will not charge any extra payment for designing and art work. The advertisement is to be published within 2 days after receipt of letter from this Office.
7. Whenever advertisement is given to the firm, draft advertisement must be made and supplied to Mint, within 2 days.
8. After finalizing the advertisement, the date of publication is given by Mint, the firm must get it advertised on the same day or next day.
9. If any mistake/error or any deviation of original matter provided by India Govt. Mint, Kolkata, is found in the final publication in Newspapers, the advertising agency has to re-publish the correct matter on the following day. In this case, the agency cannot claim any extra charge for re-publication of the correct matter.
10. Payment will be made after completion of the work. Invoice/Bill should be accompanied by the original advertisement clipping duly published and DAVP Price list of all national dailies in which advertisement has been published.
11. India Govt. Mint, Kolkata shall not be responsible for any dispute between the advertisement agency and the newspapers/publishers in regard to the payment to be made by the advertising agency to the newspapers. Similarly, India Govt. Mint, Kolkata shall not be responsible for any dispute between the advertising agency and the newspapers in whatever matter.
12. India Govt. Mint Kolkata reserves the right to cancel the Ad Agency at any time giving one month notice.
13. Translation of material from English language to Hindi or any other Indian language, if required, is sole responsibility of the agency.
14. Annual Contract will valid for One year or exhaust of total contract value whichever is latter.
15. L1 firm will be decided by maximum percentage of discount quoted by firm on DAVP rates (per sq. cm) applicable for all kind of Government advertisements.